

The NATIONAL UNDERWRITER

Life Insurance Edition

BIG BOSS

The Controller knows more for its size than anyone would guess. A bookkeeper would marvel at its simple inclusiveness. For in this tiny volume an Ætna Life Salesman records his daily activity. It is an habitual tell-tale. It exposes weakness and negligence without fear or favor.

But good works are recorded just as outspokenly.

ÆTNA LIFE ORGANIZED SELLING



ÆTNA LIFE INSURANCE COMPANY

AFFILIATED COMPANIES

THE ÆTNA CASUALTY AND SURETY COMPANY

THE AUTOMOBILE INSURANCE COMPANY

THE STANDARD FIRE INSURANCE COMPANY

Hartford, Connecticut

FRIDAY, NOVEMBER 24, 1944



ARE you one of the million and a half men who have already crossed the border between military and civilian life—or, if still in the service, do you want to know what you're entitled to when you hang up your uniform?

We have a free 24-page booklet that was carefully prepared by our War Service Bureau just to help you. Called "Information for Demobilized Veterans," it explains the rights and privileges that you have earned by serving in the armed forces of your country.

Besides the *G. I. Bill of Rights* and other information listed in the right-hand column, the booklet has some tips to guide you in getting yourself reestablished, and a suggestion or two about a post-war career.

For more than 100 years, we have been helping folks like you to attain

financial security. Our advice to you and the thousands more who are now being honorably discharged each month is—hold on to your *National Service Life Insurance*. This booklet tells you what to do to keep that protection and how to make the most of it.

Send for your copy of "Information for Demobilized Veterans" today. It is offered as our contribution to help you get your feet on the ground in what probably seems a very different world after military service. A penny postal will bring it to you free of charge, along with a handsome, rugged envelope to keep your discharge certificate and service papers fresh and clean.

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Highlights of the *G. I. Bill of Rights*—

How to continue your education, guarantee of loans, unemployment benefits, etc.

When you go home—

Mustering-out pay, where to go for information on employment, hospitalization, vocational training, etc.

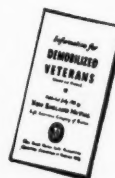
Your pension privileges and how to apply.

Your *National Service Life Insurance*—

How to keep it in force, how to convert with premium rates and illustrations.

Where do you go from here?

Some ideas on your post-war career.



New England Mutual Life Insurance Company of Boston

George Willard Smith, President Agencies in Principal Cities Coast to Coast
The First Mutual Life Insurance Company Chartered in America—1835

Prospect of Early Action by Congress Is Clouded

Commissioners Group and Stock Fire People Lobby for Separate Programs

WASHINGTON — Newell Johnson of Minnesota, president, and C. F. J. Harrington, Massachusetts, chairman federal legislation committee of the Insurance Commissioners Association, submitted the N.A.I.C. report and draft bill last week to congressional leaders and left town after those documents had been inserted in the Congressional Record, voluntarily, by Senator Hatch, New Mexico, ranking judiciary committee member in the city.

It was reported but not confirmed Hatch had agreed to propose the commissioners' program as an amendment to or substitute for the Walter bill, if the latter is taken up by the Senate.

Whether it will be taken up appears to be anybody's guess at present. Johnson and Harrington were hopeful after submitting their proposals to Senators Hatch, Bailey, and other leaders at both ends of the Capitol, including Chairman Summers of the House judiciary committee. The latter said he had seen the commissioners, but had not yet found time to read their proposals. Judge Summers feels that the situation is up to the Senate; that he can do little or nothing now, the House having already passed the Walter bill to exclude insurance from the federal anti-trust laws.

Efforts of the N.A.I.C. delegation to see Senator Barkley, Kentucky, majority leader, had been unsuccessful over a period of two or three days, he being reported sick. Barkley has pronounced against considering controversial legislation at this session of Congress.

While Senator Bailey is for the insurance bill, which he originally introduced, it is understood he is not very hopeful of passage at this session unless agreement is reached on a compromise.

Efforts to induce judiciary committee Chairman McCarran to return to Washington this week and get behind the bill are reported interfered with by his earlier commitment to hold hearings in the west on another matter at this time. His office does not expect him here before December. Congress hopes to quit Dec. 10.

George Vargas, Reno, Nev., representing the National Board, is here working with E. L. Williams, president Insurance Executives Association, in behalf of the Walter bill.

Safeguarding States Rights

"I think it can safely be said that these representatives of the states are more zealous in the desire to safeguard states' rights than the insurance companies which have sponsored the pending bill," said Senator Hatch, in presenting to the Senate the draft bill recommended by the N.A.I.C., with accompanying documents.

The whole setup was printed in the Congressional Record, Nov. 16, at Hatch's request at an estimated cost of \$234. Senator Vandenberg, Michigan, indicated opposition to the request for printing without an understanding that the estimate of cost would be filed as required by Senate rules.

Hatch reminded the Senate that the

Timetable of N. Y. Meeting of Commissioners Dec. 3-7

The hour-by-hour program for the convention of the National Association of Insurance Commissioners at the Hotel Commodore, New York, Dec. 3-7 has been announced. On Sunday afternoon, Dec. 3, there will be a meeting of the executive committee with Superintendent Scheufler of Missouri, the chairman, presiding.

The sessions of interest to life insurance people are listed herewith:

Monday, Dec. 4

9 a. m., zone chairmen, Parlor A.
9:30 a. m., N.F.C. mortality table, R. G. Diepenbrock, Missouri, chairman, Parlor B.

11 a. m. Full session of the association, E. Ballroom.

Meeting called to order by Johnson, Minnesota, president.

Vocal solo, Mrs. J. Herbert Graves of Arkansas.

Roll call. Read of Oklahoma, secretary. Welcome to New York, Dineen of New York.

Response, McCormack of Tennessee, vice-president.

Presidential remarks.

Introduction of new commissioners.

12:45 p. m., luncheon sponsored by and program furnished by industry.

2 p. m. Federal legislation, Harrington, Massachusetts, chairman, E. Ballroom.

insurance bill pending "throughout long months past," has been subject of "much controversy." The measure is "put forth by its sponsors," he said, "as a bill to protect states rights." Some members of the judiciary committee "have opposed it because we did not think it was a measure which in any way protected or safeguarded the rights of the states," Hatch continued.

He then stated the N.A.I.C. have been "studying this problem for many months," and followed with his tribute to the state commissioners. The N.A.I.C. "have agreed upon recommendations to the Congress as to measures which will fully and adequately protect the rights of the states," Hatch added.

He then asked permission to have the draft bill and accompanying documents inserted in the Record, where they fill about five pages of fine print.

During a recent outline of the legislative program to the Senate, Barkley mentioned two war powers acts, flood control and rivers and harbors, deficiency appropriations, a post-war road construction program, and constitutional amendment for equal rights to women. He did not mention insurance.

Some in touch with the situation say that if the N.A.I.C. proposal is considered by the Senate in connection with the Walter bill, so many new angles will be opened up that there may be a demand to refer the subject back to the judiciary committee. Such action would definitely kill the insurance legislative project for this Congress, it is believed.

Hatch Defers to O'Mahoney

Senator Hatch tells THE NATIONAL UNDERWRITER that he put the N.A.I.C. bill and committee reports and statement into the "Congressional Record" so that senators would have opportunity to "study what the state commissioners contemplated."

Hatch pointed out that his colleague on the judiciary committee, Senator O'Mahoney, Wyoming, "has taken the lead in the fight against the Walter-Bailey bill." He added that he would want O'Mahoney to make whatever move he deems necessary or desirable regarding a possible substitute for the Walter bill or compromise legislation.

Hatch said he does not plan to sponsor a bill himself.

The U. S. Chamber of Commerce says "the next two weeks will determine whether insurance legislation to protect

2 p. m. Examinations, Read of Oklahoma, chairman, Parlor A.
4 p. m. Social security, Allyn of Connecticut, chairman, Parlor C.

Tuesday, Dec. 5

9 a. m. Blanks, Walter A. Robinson, Ohio, chairman, Parlor A.
9 a. m. Unauthorized insurance, Parker, Georgia, chairman, Parlor C.

10:30 a. m. Taxation, Holmes, Montana, chairman, Parlor B.

2 p. m. Accident and health, Garrison, California, chairman, Parlor A.

3:15 p. m. Life, Lockhart, Texas, chairman, Parlor A.

4:45 p. m. Executive session of the association, Parlor A.

Wednesday, Dec. 6

9 a. m. Valuation of securities, Dineen, New York, chairman, E. Ballroom.

11 a. m. Group hospitalization, Goodpaster, Kentucky, chairman, Parlor B.

2 p. m. Laws and legislation, Fraizer, Nebraska, chairman, Parlor A.

3:30 p. m. Real estate, Viehmann, Indiana, chairman, Parlor B.

3:30 p. m. Fraternal, Sullivan, Washington, chairman, Parlor C.

Thursday, Dec. 7

9:30 a. m. Adjourned committee meetings, if any.

10 a. m. Final general session of the association, W. Ballroom.

Weigh Effect of Decisions on Pact on Agency Practices

The agency practices committee of the Association of Life Agency Officers will meet at Hartford Dec. 15 to discuss the possibility that the agency practices agreement might be held to violate the federal anti-trust laws in the light of the Supreme Court decisions holding insurance to be commerce. The committee has been acting as a study group for consideration of this question. Following the resignation in July of Agency Vice-president R. E. Fuller of Equitable Life of Iowa, Vice-president C. O. Fischer of Massachusetts Mutual Life accepted the post for the period during which the committee is studying the question of the effect of the Supreme Court decisions on the agreement.

Advice of Counsel

It is understood Equitable of Iowa's withdrawal from the agreement was due to advice of its counsel and that several other companies have been similarly advised by their law departments.

It is interesting in this connection that the fire companies are abolishing at this time regulations in the agency field under which organization companies are barred from being represented by agents of non-association insurers—the so-called separation rule.

states rights will be passed by this session of Congress.

"Senator McCarran, chairman of the Senate judiciary committee, may be expected to bring the Walter bill up as soon as possible.

"There is considerable speculation on remarks that Congress may adjourn around the middle of December. Other important bills may be placed ahead of the insurance legislation. There is a distinct possibility that when amendments are offered to the Walter bill, an attempt may be made to have the bill sent back to the committee for further study, thus postponing passage of remedial legislation for insurance until action is taken by the new 79th Congress."

Prompt action on the part of commis-

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Plans for Building Associations Are Viewed at Peoria

National Officers Hold Stimulation Session—Con- gress Attracts Nearly 500

By CHARLES D. SPENCER

PEORIA, ILL.—The effectiveness of the National Association of Life Un-



L. S. Broadbush

derwriters' official visitation and state conference program was demonstrated at the mid-year meeting of the Illinois association here. Fresh from their travels through the state, Carlton W. Cox, Paterson, N. J., manager Metropolitan Life, and Ernest A. Crane, Indianapolis general agent Northwestern Mutual Life,

N.A.L.U. trustees were fully aware of the problems faced by Illinois locals and contributed much practical advice at the all-day session conducted by William H. Andrews, manager Jefferson Standard Life, Greensboro, N. C., N.A.L.U. president, and Lynn S. Broadbush, Chicago manager Guardian Life, state president. Philip B. Hobbs, Chicago manager Equitable Society, N.A.L.U. secretary, who has a first hand knowledge of Illinois affairs, having served as state president, contributed ideas which he had gained in his recent association trip through Missouri, Iowa and Minnesota.

Mr. Andrews announced that N.A.L.U. membership is now 34,408, a 1,013 gain since the Detroit convention. He predicted 35,000 by Jan. 1 and 40,000 by July 1. In membership work emphasis is being placed on paying dues in December so that the balance of the association year can be given over to securing new members, he said.

As many members as possible should participate in association activities but at the same time activities shouldn't be spread out so thin as to detract from the effectiveness of the job, Mr. Andrews pointed out. He urged members to become familiar with National Service Life and service measures so they can assist in carrying out the N.A.L.U.'s pledge to aid returning service men and women. He suggested that each association have a service committee. John D. Moynahan, Metropolitan Life, reported that the Chicago association has a post-war committee, while A. C. Murphy, East St. Louis, and A. F. Priebe, Rockford, said they have service committees.

In explaining the N.A.L.U.'s \$15,000 educational project, Mr. Andrews said that agents must have skills and techniques to supplement information. Mr. Crane said that the project may fill the gap between company short courses and the C. L. U. program. Training courses have helped in getting association members, he said.

Distribution of the "Handbook of Life Insurance" in schools was stressed. The Chicago, Peoria and La Salle county associations have been active in

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PS Ruling on Retroactive Feature Revised

WASHINGTON—The internal revenue bureau has revised its pension service ruling 35. The revision provides that whereas rulings promulgated subsequent to approval of a stock bonus, pension, profit-sharing or annuity plan are not applied retroactively, in the absence of material misstatements of fact, in certain cases plans should be modified for future years so as to conform to bureau letters of approval.

The PS provides that while rulings promulgated subsequent to issuance of approval letters are not applied retroactively in such cases and are "not intended to nullify approvals which had previously been made," in certain situations "various rulings are applicable prospectively."

The effect of this policy is illustrated in the PS in the following cases:

The first case pertains to the pension plan of the M Company which reports on the calendar year basis. The plan became effective Jan. 1, 1943, and was approved on May 1, 1943. The plan covers all employees who meet a five years service requirement and whose annual compensation is in excess of \$3,000. Benefits payable at retirement at age 60 are to be 50% of total salary for the year in which an employee becomes a participant regardless of the amount of his salary in the year in which he retires. The annual benefits of participants average \$4,000 and the average contribution required for a participant is \$3,500. There is no provision for a restriction on funds which may be used to provide benefits for employees who are officers, shareholders, supervisors, or highly compensated so as to limit the possibility of discrimination in favor of such employees as to contributions and as to benefits actually payable in the event of termination of the plan. On the basis of the facts submitted it is observed that the benefits under the plan do not integrate with the retirement benefits of the social security act (see I.T. 3615, 1943 C.B. 477) and that no provision is made to prevent the prohibited discrimination in the event of early termination of the plan. Commissioner's mimeograph No. 5539, setting forth the requirements with respect to integration, was promulgated on July 8, 1943. Commissioner's mimeograph No. 5717, relating to provisions necessary in pension and annuity plans to preclude termination from effecting discrimination in favor of certain employees, was issued on July 13, 1944. Thus, on Jan. 1, 1944, the beginning of the taxable year which immediately followed the year in which the plan was approved (approved May 1, 1943), the ruling that had not been met by the M Company was that set forth in mimeograph No. 5539, pertaining to integration. Therefore, the M Company should amend its plan during 1944 to meet the requirements thereof. With respect to the termination rule, upon being advised by the commissioner that the plan does not comply therewith, appropriate steps should be taken to meet the requirements thereof.

Profit Sharing Plan

The second case relates to the profit-sharing plan of the N Company which became effective Jan. 1, 1944, and was approved on March 31, 1944. Various I.T. and PS rulings were promulgated during 1944, and the company requests advice with respect to which, if any, are to be complied with and when. The I.T. rulings applicable to profit-sharing plans are 3660, 1944—I.R.B. No. 10, page 9; 3661, 1944—I.R.B. No. 10, page 13; 3674, 1944—I.R.B. No. 13, page 16; 3678, 1944—I.R.B. No. 13, page 18; 3685, 1944—I.R.B. No. 16, page 6, and I.T. 3686, 1944—I.R.B. No. 16, page 8, all issued subsequent to the date the plan was approved. I.T. 3660 does not provide for any new requirements but refers to certain provisions which classify a profit-sharing program either as a profit-sharing or pension plan. In either case the qualification of the plan is not affected and no amendment is required. I.T. 3661 provides for definite formulae, 3674 provides for a 30% stockholders' rule, 3678 relates to discrimination as between classes of participating employees, and 3685 and 3686 pertain to allocation formulae that contain a year of service factor. The plan of the N Company does not meet the requirements of any of the aforesaid rulings. Accordingly, the plan should be amended during 1945 to give effect thereto. The various PS rulings are primarily explanatory and illustrative. Numbers 1 and 2 pertain to administrative matters and do not affect plans that are either approved or under consideration. Numbers 16, 21, 22, 24, 28, 33, 37 and 40, applicable to profit-sharing plans, do not enunciate new rules but are based on provisions contained

National Underwriter New Setup

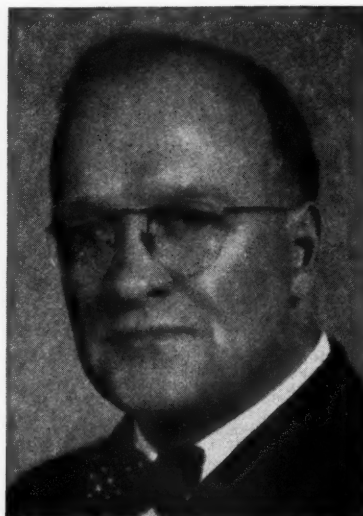
H. J. BurrIDGE Is Elected President and Louis H. Martin, Vice-president and Secretary

At the meeting of the directors of The National Underwriter Company last week Howard J. BurrIDGE of Chicago, vice-president and secretary, was elevated to the presidency following the death of John F. Wohlgenuth, Oct. 19. Louis H. Martin, vice-president and

appointed general manager in charge of sales organization and production. He soon demonstrated that he was the right man in the right place. In 1938 he was elected vice-president and secretary. The growth of THE NATIONAL UNDERWRITER and its expansion into various



LOUIS H. MARTIN, Cincinnati
Vice-president and Secretary



H. J. BURRIDGE, Chicago
President

manager in charge of the Cincinnati office, takes the title of secretary as well as vice-president.

These two men have both spent their entire business career in connection with THE NATIONAL UNDERWRITER. They were brought into the organization, given responsibility as they developed and today they are potent factors in the business.

Mr. BurrIDGE entered the service of THE NATIONAL UNDERWRITER in 1913 when he was 19 years of age. After a course of training in the office as clerk he was sent into the field as a salesman starting soliciting in connection with the work of the state directories. While he was on these trips Mr. BurrIDGE began writing for the publication and it was soon revealed that he had much ability in this direction. In due season he was shifted from the business to the editorial department and subsequently became associate editor.

The late E. Jay Wohlgenuth, who was then president of the company, believed that Mr. BurrIDGE could rise to greater heights in the business division of the publishing business than in the editorial work, hence in 1922 he was

in the internal revenue code and regulations issued thereunder and elaborate on rulings published in the internal revenue bulletin. Other PS rulings pertain to pension plans exclusively or are generally applicable to all types and, similarly, are explanatory of applicable provisions in the code, regulations, and such published rulings. Accordingly, an approved plan need not be modified to give effect thereto unless the commissioner so advises.

The third case is that of the O Company which seeks advice as to the time limitation during which plans are to be amended in order to conform with rulings promulgated subsequent to approval of the plan and as to the procedure involved. A ruling in effect at the beginning of a taxable year may be complied with at any time during the year provided the amendment is made effective for all purposes as of the first day of that year. Thus, in each case there would be a minimum of 365 days and there may be as much as 729 (or 730 in leap year), depending on the date when the plan was approved, in which to make the conforming amendments. Rulings may be obtained with respect to such amendments on application to the pension trust division in Washington. In such instances it is not necessary to resubmit the plan and related data. It is sufficient to furnish a cer-

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Oct. Sales Up 3.3%; 10 Month Total Better '43 by 6.2%

New life insurance for October was 3.3% more than for October of last year, and for the first 10 months of this year was 6.2% more than for the corresponding period of 1943, according to the report of the Life Insurance Association of America. For October, ordinary showed an increase of 12.2% over October of last year, industrial squeezed out a gain of .1% and group recorded a decrease of 26.3%.

For October, the new business was \$777,793,000 against \$753,059,000 during October of last year. Ordinary insurance was \$545,712,000 against \$486,227,000. Industrial was \$134,171,000 against \$134,054,000. Group was \$97,910,000 against \$132,778,000.

For the first 10 months, the new business was \$7,651,065,000 against \$7,206,881,000 for the corresponding period of 1943. Ordinary was \$5,309,275,000 against \$4,660,554,000, increase 13.9%. Industrial was \$1,259,137,000 against \$1,341,901,000, decrease 6.2%. Group was \$1,082,653,000 against \$1,204,426,000, decrease 10.1%.

Neb. Group Eyes Problems Involved in Soldiers Return

The Insurance Institute of Nebraska at a meeting in Omaha engaged in a discussion of personnel, agency and underwriting questions involved in the returning soldier.

The personnel question was treated by Mrs. Beatrice Chamberlain, United Benefit Life, and Harold Stebbins, Bankers Life of Nebraska. The agency problems were presented by Len Davis, Security Mutual of Lincoln, and R. E. Kiplinger, Guarantee Mutual.

A review of the underwriting problems discussed at the recent Chicago convention of the Institute of Home Office Underwriters was given by W. E. Price, Bankers Life of Lincoln, and Murray Longworth, United Benefit.

D. K. Pinkerton, Lincoln Liberty Life, president of the institute, presided.

Mrs. Chamberlain said that since September, 1940, Mutual Benefit H. & A. and United Benefit Life have been making gratuity payments to service men of from one to three months salary depending upon length of employment. Any retirement annuity coverage in force on employees is continued and the companies pay the employee share of

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statistical publications, the "Little Gem" life insurance manual, the Argus Charts, Unique Manual Digest, and the book department. He was born Dec. 8, 1903, and has always lived in Cincinnati.

He was married in October, 1934, to Mary Slade Rust, daughter of the late Frederick Rust, secretary of the Union Central Life. He graduated from the University of Cincinnati in 1925.

Mr. Martin has the distinction of being the third generation in insurance publishing. His grandfather, the late Dr. H. C. Martin, founded the Rough Notes Company of Indianapolis and was president until his death. Dr. Martin was a medical man and was one of the early general agents of Northwestern Mutual Life for some of the northwestern states. He resigned the Indianapolis general agency in 1880 to devote all his time to "Rough Notes." Mr. Martin's father, the late Louis H. Martin, Sr., was vice-president of "Rough Notes" and devised most of its systems, supplies, forms, etc. Later he moved to Cincinnati and became advertising manager of the Globe-Wernicke Company and died in 1913.

Louis Martin's Career

Mr. Martin will have rounded out 19 years of service with THE NATIONAL UNDERWRITER Jan. 1 next. He joined the company Jan. 1, 1926, and became connected with the Cincinnati office. He had a brief connection prior to that with Procter & Gamble Company of Cincinnati. He soon demonstrated his ability as an administrator and became associate manager of the Cincinnati office and manager in May, 1933. He was elected a director of The National Underwriter Company in December, 1935, and was elected vice-president in January, 1939.

In the organization he is generally known as the business manager of the

Round Table Names New Committees; Rule Changes Shown

Membership Applications Available Dec. 1. Chairman Clayton States

Committee appointments for the 1945 Million Dollar Round Table of the National Association of Life Underwriters have been announced by Chairman John E. Clayton, of Newark. Mr. Clayton also called attention to articles IV and V of the constitution and by-laws which concern qualifications for membership and credits necessary to qualify and which were most affected by the amendments of Sept. 15, 1944.

Application forms for those wishing to become members will be ready about Dec. 1, and will automatically be sent to all members of the 1944 table. Others can secure application forms from Mr. Clayton, Massachusetts Mutual, Raymond-Commerce building, Newark 2.

The new committee chairmen and vice-chairmen are: program, Mr. Clayton, chairman; Louis Behr, Equitable Society, Chicago, vice-chairman; entertainment and outing, Paul H. Dunnavan, Canada Life, Minneapolis, chairman; John O. Todd, Northwestern Mutual, Chicago, vice-chairman; arrangements, Mr. Clayton, chairman; Mr. Behr, vice-chairman; registration, Harold S. Parsons, Travelers, Los Angeles, chairman; Marvin Sherman, Equitable Society, Los Angeles, vice-chairman; reception, Mr. Behr, chairman; Theodore Widing, Provident Mutual, Philadelphia, vice-chairman; insignia, Mr. Parsons, chairman; Ron Stever, Equitable Society, Los Angeles, vice-chairman.

New Qualification Provisions

Article IV provides:

(1) There shall be three classes of membership: (a) qualifying; (b) life; (c) life and qualifying.

(2) The executive committee shall receive all applications for membership (in such form as the committee may require, from time to time) both from new applicants and from former and existing members and shall approve or disapprove all such applications. The committee may decline to approve applications for membership submitted by applicants who, in the unanimous opinion of the committee, fail to meet the standards of this organization for business and professional conduct.

(3) Applications for membership shall be submitted on or before July 31 and shall be acted upon only between Jan. 1 and July 31. Any membership shall be granted for a period beginning on the date on which the application is approved and ending on July 31 of the succeeding calendar year.

Must Be N.A.L.U. Member

(4) Each applicant shall establish, to the satisfaction of the committee, the fact that he is a member in good standing of the National Association of Life Underwriters, and has been such during his qualification period (as defined in Article V hereof) except in the case of applicants residing outside of the United States and its territories and except for any part of such period prior to Sept. 15, 1944.

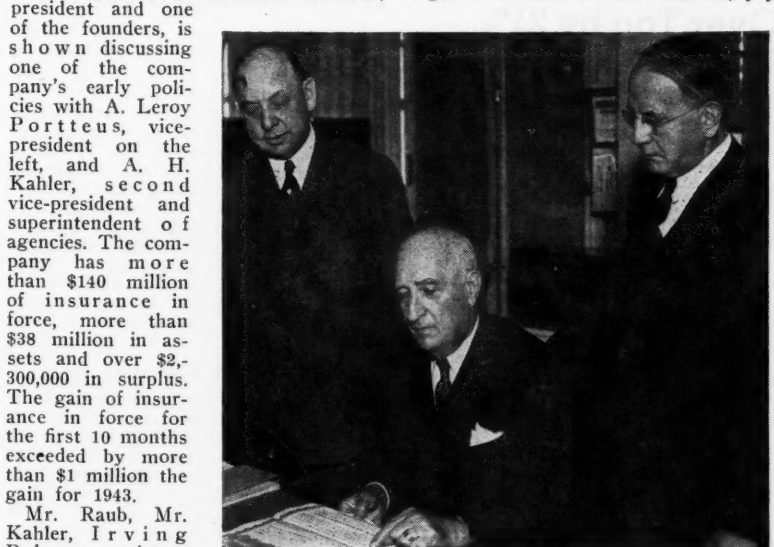
(5) Each applicant for qualifying membership shall also establish the fact that he has paid for, and personally received and retained the commissions on, at least one million dollars of business on the basis of "credits for qualifying membership" set forth in article V hereof. In order to establish the facts of his paid business, each applicant for membership shall furnish the committee with a statement (in such form as the committee may require, from time to time) from a home office official of each insurance company with which such applicant has done business, certifying to the production for which credit is claimed, together with such other pertinent information as the committee, in its own discretion, may require.

(6) Each applicant for life membership shall also establish the fact that he has been approved as a qualifying member

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Indianapolis Life Starts 40th Year

On Nov. 20 Indianapolis Life started its 40th year of service. In the accompanying photograph Edward B. Raub, president and one of the founders, is shown discussing one of the company's early policies with A. Leroy Portteus, vice-president on the left, and A. H. Kahler, second vice-president and superintendent of agencies. The company has more than \$140 million of insurance in force, more than \$38 million in assets and over \$2,300,000 in surplus. The gain of insurance in force for the first 10 months exceeded by more than \$1 million the gain for 1943.



Mr. Raub, Mr. Kahler, Irving Palmer, assistant agency manager, and Doyle Zaring, agency secretary, have just completed a one day sales meeting of company production leaders in Texas and a one day meeting with general agents of the state on recruit-

ing and training. Among Texas leaders who attended are H. B. Veazey and Edgar T. Russell of San Antonio; Jay

Dillman Talks to Nurses

Harold A. Dillman, director of the Lincoln, Neb., agency of Security Mutual Life, at the request of officials of that institution, addressed student nurses at St. Elizabeth's hospital, giving them information on the background of life insurance and the place it occupies in the field of American business today.

National Negro Group in Richmond

A two-day conference of the National Negro Insurance Week committee was held in Richmond to plan the 1945 insurance week as well as details for a long range post-war program.

Commissioner Bowles of Virginia was one of the speakers at the Richmond conference.

Death Rates Show Sharp Decline in 40 Years, 1900-1940

Census Bureau Makes Comparisons from Many Angles on Latest Data

WASHINGTON—The death rate for males of all ages dropped 33%, from 17.9 to 12 per thousand population, and the death rate for females dropped 42.4% from 16.5 to 9.5 per thousand in the 40 years 1900 to 1940, according to statistics compiled by the Bureau of Census from 1940 census returns.

The death rate for males under one year dropped from approximately 179 per thousand in 1900 to 62 per thousand in 1940, while girl babies outlived male children with a loss of only 48 per thousand in 1940, compared with 145 in 1900.

Progress in Infant Care

The bureau emphasizes the progress in infant care since 1900. By 1940 the death rate for all infants under one year of age had declined 66.2% while the death rate of 75 to 84 year olds declined only 8.7%. The lowest death rate per thousand of any age group was for children between five and 14, both at the turn of the century and in 1940.

The death rates for males and females of comparable age groups between one and 50 years varied by approximately one to two persons per thousand, usually in favor of the female, in 1900. In 1940, there was revealed a general drop in death rates for all groups, though figures indicate a lack of uniformity in the lowering of the death rate among males and females of the same ages. The most striking difference in the decline of the death rate as applied to males and females is in the 45 to 54 year age group in which male deaths fell 20.4%, from 15.7 to 12.5 per thousand, and female deaths 39.4%, from 14.2 to 8.6, 1900-1940.

The bureau also compared baby deaths in 1915 and 1940, pointing out that approximately one in 10 babies died before the end of the first year in 1915, and that this had dropped to less than one in 20 infants by 1940.

The death rate for rural babies was 50.1 per thousand live births in 1940, and in urban places of 2,500 to 10,000 it was slightly higher, and in cities of 10,000 to 25,000 it was slightly lower, the bureau points out.

Lithgow and McCarthy Are Named Vice-presidents

J. H. Lithgow and Leigh McCarthy have been elected vice-presidents by Manufacturers Life, Toronto.

R. R. Carson, E. W. Bickle, and W. J. Grant have become directors of the company.

Randall Travelers Director

HARTFORD — Jesse W. Randall, vice-president of Travelers and Travelers Indemnity, has been made a director of all four companies of that group, succeeding the late Benedict D. Flynn.

Home Life's October Record

Home Life's leading agents in October produced business at an average rate of more than \$560,000 a year. Business was 22% higher than September and 35% higher than the same month last year. It was the second best October since 1930. Total production for the year is 19.8% higher than last year at the same time, and 1944 is now in second place as the best year since 1930.

The 50 leading agents averaged \$47,419 for the month; 15 are in their first year in life insurance.

William Penn to the Indian Kings

Before Penn came to his colony of Pennsylvania to start settling it, he wrote a letter "to the Indian Kings" in which he produced a masterpiece of asking for good will by offering good will. Quoting:—

"There is one great God and Power that hath made ye world and all things therein, to whom you and I and all people owe their being and wellbeing, and to whom you and I must one day give an account for all that we do in this world: and this great God hath written his law in our hearts . . . (He) hath been pleased to make me concerned in those parts of the world, and the king of the country where I live hath given unto me a great province therein, but I desire to enjoy it with your love and consent, that we may always live together as neighbors and friends, else what would the great God say to us, who hath made us not to devour and destroy one another but live soberly and kindly together in the world? . . . I desire to win and gain your love and friendship by a kind, just and peaceable life, and the people I send are of the same mind. . . . My resolution to live justly peaceably and friendly with you."

1644-1944 WILLIAM PENN TERCENTENARY

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Dr. Wilson Medical Head of Travelers

In view of the retirement of Dr. F. L. Grosvenor as medical director of Travelers after more than 40 years service Dec. 31, Dr. McLeod C. Wilson, medical director of the accident and group departments, has been appointed to succeed him.

Dr. R. M. Filson, formerly assistant medical director, becomes associate medical director. Dr. C. C. Beach continues as consulting medical director.

Dr. Grosvenor joined Travelers as a medical examiner in New York in 1904, was transferred to the home office a few months later in the same capacity, and became medical director in 1910. He was president of the Association of Life Insurance Medical Directors 1922-23.

Dr. Wilson became a medical examiner in 1907, both in Newark and New York. He went to the home office in 1910 as assistant medical director and was appointed to his previous position in 1920.

Dr. Filson went to the home office in 1926 in his previous position from clinic, hospital and administrative work with the Canadian department of soldier civil

establishment. Prior to 1920 he was a fellow in the department of pathology and bacteriology in Queens University.

McLain Campaign Over Top by 21%

Guardian Life's October campaign honoring J. A. McLain, president, was the most successful since 1937 with submitted figures 21% above allotted quota and 28% more than in October last year. It was a tribute to his 25th year with the company and 5th year as president, both anniversaries occurring next January.

Production was 19.9% ahead of the same period in 1943 for a 10 month period.

R. A. Trubey of Fargo was the winning agency in both lives and volume. Al Davis, Leyendecker-Schnur, New York, was runner-up in volume and G. C. Green, Rochester, and G. E. Hackman, St. Louis, were tied for second place in lives.

For accident and health sales ideas, use the Sales Section of the **A. & H. Bulletins**. Write The A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

Fight for Private Enterprise System Now Must Be Made

The time has come to fight for the private enterprise system, and there is a fight ahead, and a very serious one, E. G. Alvord, Washington, D. C., attorney and treasurer U. S. Chamber of Commerce, told an economic conference in Chicago sponsored by the C. L. U. chapter there. The fight for private enterprise is worth winning, he said.

His central theme was post-war taxes but he considered these in the light of the American plan of living. At present, he said, the war is still going on and it must be won and must be financed. "I still have confidence in the ultimate sense of the decisions of the American public," he said.

Estimate on U. S. Expenses

Mr. Alvord estimated if the war is won fast the federal expenses in the next year will run about \$75 billion, the year after that from \$40 to \$50 billion, and in the third year they may drop down to \$25 billion. Impeccable credit must be maintained, he said. He could give no prediction as to the revenue possibilities or future expenditures that may be necessary. The people must resolve to fight hard to maintain peace, he said; to render relief, provide public works, give aid to returning veterans and agriculture, to international banking and security.

He said individuals supply funds to private enterprise when they are convinced the yield is commensurate with the risk. Private enterprise must compete with others for funds, including government. Not long ago the people disregarded taxes. They were interested mainly in yield, safety and liquidity of investment. Now they want to know what an investment gives after taxes. If the offer is not good enough—as now it cannot be, Mr. Alvord said,—then the people lose interest.

Government Aid Dangerous

Mr. Alvord said there must be one very fundamental change made in the approach of management to undistributed funds. Most managements may require a return of capital in two or three years, but now they may have to extend it to five or six years. If funds do not come from individuals and corporations, Mr. Alvord warned, there is only one other source, which is the government. He said he wants when the choice is made that the results be known by the people who make it. It will be easy to borrow the first \$50 million from the government, but it won't be long before the policies of private business that seeks such financing must be changed a bit. The government will say, "I'd try this, or that," then it would not be long before a government man would go on the board—and perhaps several men. "This means nothing but government domination," Mr. Alvord said. "I believe the private enterprise system is the best there is."

Makes Some Recommendations

He said he was not at all pessimistic about the post-war period if the objective is to preserve the present system. "There is a great pent up consumer demand at home and abroad. It seems now to be said that we are the only nation in the world to finance the world. On the assumption that both wars will be over by the end of 1945, I believe the first thing Congress should do about taxes in order to give hope to the country is to maintain the present tax system in 1945 for maximum revenue, and to continue this until the end of both wars. As early as possible Congress should repeal the excess profits tax."

He said the carry back provisions must be retained because their purpose is to average profits until the country is back in a civilian economy. Mr. Alvord would continue to tax corporations as high as consistent with maintaining the private enterprise system. He be-

Arthur Reddall Feted at 45 Year Mark with Equitable



Arthur H. Reddall, assistant secretary of Equitable Society and editor of "Agency Items," was guest at a surprise luncheon of the agency department on the occasion of his 45th Equitable anniversary. Also attending were several officers and friends from other departments and members of his immediate staff. Vice-president W. J. Graham extended felicitations to Mr. Reddall and read a testimonial signed by every Equitable officer.

At an afternoon meeting, Mr. Reddall was presented his 45-year button and a silver and gold pencil set.

Mr. Reddall joined Equitable in 1899 as a stenographer in the office of the late Secretary William Alexander. For many years he was responsible under Mr. Alexander for much of Equitable's sales material. He was named assistant secretary in 1929 and has served as secretary of the committee on insurance of the board. He has been associated with "Agency Items" since its inception in 1907.

Floyd Young New Head of Pacific Actuarial Group

Floyd B. Young of Western Life was elected president of the Actuarial Club of the Pacific at its meeting in San Francisco. Oscar Swanson, Pacific Mutual, is vice-president; G. E. Cannon, Oregon Mutual, secretary. C. E. Herfurth of Coates & Herfurth, the retiring president, and A. B. Brown, Metropolitan Life, were elected to the executive committee. L. M. Cathles, president of North American Reassurance, was the banquet speaker.

E. J. McDonald of Ottawa, Can., manager of the Metropolitan Life for the Dominion, was in Chicago this week after attending a meeting of the trustees of Culver Military Academy, Culver, Ind., of which he is a member. He graduated at Culver as did his son, E. J. McDonald, Jr., who is now in service on the Pacific Islands.

believes corporations can stand a tax of 25% of their profits, and possibly under some circumstances up to 33 1/3%, but generally not more.

"I believe the people in normal times would be discouraged if the government should take over half of their earnings," he said. "They are willing to go into partnership with the government," but not, he said, on a basis where the government takes more than they get.

He said excise taxes now are generally conceded to be nothing but sales taxes and that he would keep as much of these as is politically expedient because the country needs maximum revenues in the years immediately ahead.

Maximum Revenues

"I am confident the job can be done," Mr. Alvord concluded, "although I doubt if the people will like a system of maximum revenues."

Mr. Alvord is chairman of the U. S. Chamber of Commerce committee on federal finance. He has been special assistant to the Secretary of the Treasury, is the author of a brochure on the excess profits tax and is considered one of the leading tax authorities.

A PROGRESSIVE ORGANIZATION

The Shenandoah Life was organized in 1916 and has enjoyed continuous growth each year since, during good times and depression. This growth has resulted in a number of opportunities for capable men.

Capable men, who are as yet undecided about the future, should consider the unusual opportunities offered by this company. Openings exist at present in Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Alabama and Mississippi.

INQUIRIES
INVITED



Shenandoah Life
INSURANCE COMPANY, Inc.
Roanoke 10, Virginia.



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Means active or skillful in execution. So, converted to Planned Salesmanship, an Ætna Life Salesman is a sales executive. Active in prospecting, in interviewing, in clientele-building. Skillful in discovering a prospect's hopes, in fortifying weak spots, in transforming an assortment into an integrated estate.

ÆTNA LIFE ORGANIZED SELLING



ÆTNA LIFE INSURANCE COMPANY

AFFILIATED COMPANIES

THE ÆTNA CASUALTY AND SURETY COMPANY

THE AUTOMOBILE INSURANCE COMPANY

THE STANDARD FIRE INSURANCE COMPANY

Hartford, Connecticut

Scan Possibilities for Ill. Director

Now that Governor Green of Illinois, Republican, has been reelected, there is considerable conjecture as to the permanent appointment that will be made of insurance director. Nellis Parkinson, who had been second in command, was named acting director when Paul F. Jones resigned several months ago. It was assumed that a permanent appointment was not made at that time because the election was so close at hand.

In the conjecture the possibility that Mr. Parkinson will receive the permanent appointment is taken prominently into account. However, other possibilities are also being examined by those who like to engage in political forecasting. Among those that are mentioned as a field of choice are Arthur E. Benson of Batavia, who was the unsuccessful Republican candidate for secretary of state; M. E. Holohan, chief deputy of the Illinois department; Alvin S. Keys, prominent local agent who is a member of the executive committee of the National Association of Insurance Agents and is also assistant director of the department of public safety of Illinois; Richard Yates Rowe, secretary of state

by appointment, whose term expires Jan. 1, and who was an officer of the old American Bankers Ins. Co., of Jacksonville, Ill., and W. J. Stratton, who was defeated by Mr. Benson in the primaries for Republican nominee for secretary of state.

New York Meeting Schedule Given

The Life Insurance Association of America will hold its annual meeting at the Waldorf Astoria, New York City, Dec. 1, there being a luncheon at which W. H. Andrews, president National Association of Life Underwriters, will speak.

The Institute of Life Insurance will hold its annual meeting at the same hotel, Nov. 30. The executive committee of the American Life Convention will meet there Dec. 2. There will be a meeting of officials of American Life Convention companies writing industrial insurance, Nov. 30, at the Waldorf Astoria to discuss the proposition of an industrial seminar. These meetings are called prior to the mid-year meeting of the National Association of Insurance Commissioners at the Commodore Hotel, New York City, Dec. 4-7.

Leading Producers in San Francisco Review Methods

SAN FRANCISCO—Four members of the San Francisco Quarter Million Dollar Round Table, each of whom has shown increased production and outstanding success, although operating along different lines, told of their methods and systems at a meeting of the group.

E. T. Golden, million dollar producer of New York Life, told how he has protected estates by giving business men information regarding taxes. In many instances he cites Treasury decision 5221, which is not generally understood. He cited several cases, one where a business man of 65 showed great interest in his own estate and Mr. Golden's suggestion that he not add any more to that increasing estate but distribute the new profits to five children, with life insurance on these children to protect this investment, while assuring the heirs against heavy losses through estate and inheritance taxes.

Developing Business from Group

Mrs. Bruce Ashton, Connecticut General Life, Salinas, Cal., one of the company's leading producers and a member of the Women's Quarter Million Round Table, discussed the importance of group business as sources of individual cases. She said that in Salinas she found 12 firms employing more than 50 persons, of which she has written eight. In the past three years she has produced from these eight cases \$75,000 in corporation insurance, \$60,000 on key men, \$410,000 on salary deduction and \$300,000 on individual employees covered under the group policies—a total of \$845,000.

Working eight hours a day in a war shipbuilding plant in San Francisco has taught James V. Lawry, Northwestern Mutual Life, how to use his time to the maximum for production of business. He has produced 25% more than in any past year while he has been working from 3:30 to 11:00 p.m. in the plant.

Draft Board Did Him Favor

A pre-war father with three young children, Mr. Lawry was instructed by his draft board to go into war work. He said his draft board did him a favor, for the situation has brought him a better realization of the value of time and how it can be utilized to the best results. Each morning he makes a call on his way to his office whereas prior to going into war work he always went to the office first. He uses the phone and mails much more than in the past.

On his job at night, when he has periods when he just sits and watches the valves and gauges on huge furnaces, he opens and reads the mail he received during the day, writes letters to clients and prospects in longhand, giving them a more personal tone than when he used to dictate them in the office. He said he has found clients and prospects cooperative in agreeing to appointments between 8:30 and 2 o'clock. In addition, he has luncheon every day with a prospect, instead of with fellow insurance men as he used to in the old days. He has developed the ability to concentrate for minutes at a time in the plant, thus eliminating the necessity of working late at home nights preparing the next day's activities and often disrupting the normal home routine.

Social Security Programming Basis

George Hauck, one of the leading producers of National Life of Vermont, specializes on programming. He uses social security scale envelopes and the slide rule and bases most of his programs on the social security foundation. He said prospects show much interest when he manipulates the social security slide rule while explaining this income to them, and this paves the way for a

Campbell Back at Jacksonville Post

C. W. Campbell, formerly manager of the ordinary agency of Prudential at Jacksonville, Fla., has returned to that position after military service as a lieutenant-colonel. He became manager in 1930, entering the service in 1942 when he was assigned to special duties in Washington.

Prominent in Wac Recruiting

Mr. Campbell has had a prominent part in WAC recruiting activities, including the promotional activities in this line among life companies. He addressed the mid-year meeting of the N.A.L.U. on the project.

complete program. Mr. Hauck says he programs every case from \$5,000 up—on the theory that the \$5,000 is just as important as the \$50,000 case to the prospect involved. He illustrated two cases on the blackboard and then used one of the members of the organization in developing a future income structure for insured, wife and family. The development created considerable interest.



THE NEW YORK LIFE HAS JOINED THE LIST OF COMPANIES WHICH UNDER ONE PLAN OR ANOTHER ARE MAKING AVAILABLE TO THEIR TOP MEN, R & R'S TAX AND BUSINESS INSURANCE STUDY PROGRAM.

* * *

THE ANNOUNCEMENT which was sent to the 1943-44 Club Members reads in part:

"Your Agency Department believes so strongly in the value of continuous organized study that as a part of this year's Club Program, it offers R & R's Tax and Business Insurance Supervised Study Program. Your Club Membership gives you an opportunity to profit by a definite and tested sales-building plan which has helped thousands of agents to increase their production, raise their average-size policy and work in fields where needs today are particularly important.

"If you are looking forward to an expanding future in tomorrow's major markets, this announcement will indeed be 'your key to sales success'."

* * *

OUR STAFF IS ANTICIPATING WITH GREAT INTEREST A YEAR OF INTENSIVE WORK WITH THE NEW YORK LIFE GROUP.



PAUL SPEICHER
Managing Editor

THE INSURANCE RESEARCH & REVIEW SERVICE
INDIANAPOLIS

ARE YOU THE MAN?

If so you will find it to your interest to investigate the General Agent's contract now being offered for territory in the mid-west.

CENTRAL LIFE Insurance Company of Illinois

FOUNDED 1905

Alfred MacArthur, President
211 West Wacker Drive
Chicago

Obligations of Management Told

NEW YORK—Five obligations of management were laid down by R. R. Lounsbury, president of Bankers National Life, at the dinner marking the company's 17th anniversary and the attainment of \$100 million in force. Mr. Lounsbury said these obligations are to the public, agency force, home office employees, stockholders, and community.

To the public, there is obligation to provide trustworthy protection evidenced by fair and understandable policies containing the provisions required to fit actual needs and conditions. A strong, sound company is essential, kept so by economy and efficiency in operations and safety of investments. The company must render good service, evidenced by well equipped and successful agents who sell insurance on a professional basis and capable and courteous home office employees who give prompt and efficient service to policyholders, beneficiaries and agents.

The obligation to agents is to provide an opportunity for success as evidenced by sound and attractive policies to sell at a net cost which stands up in competition; a contract which provides compensation commensurate with demonstrated ability; a friendly working atmosphere and understanding home office support; access and encouragement to use the best educational material, and representation of a company equal to the best in every important respect.

To home office employees, there is obligation to provide an opportunity to build a successful life as evidenced by steady employment in pleasant surroundings; full compensation for service rendered; advancement when ability is increased, attitude is right, and an opening appears; instruction available to increase ability; pension at retirement age, and company help in setting up safeguards against unforeseeable emergencies.

The obligation to stockholders to protect their investment is evidenced by earnings which provide dividends equal to a fair return on investment and accumulation of a retained surplus to guarantee that unexpected national economic or mortality upsets do not impair the company's ability to continue steady growth.

Mr. Lounsbury said the management is under obligation to the community to foster a constructive attitude on its part as a corporation and on the part of agents and employees through recognition of the responsibility of every citizen, whether corporate or real, "to participate in those projects which work for the betterment of the individual, the community, state, and nation."

Bankers National issued its first policy Oct. 5, 1927, and 17 years later the business in force passed \$100 million. It also has a substantial volume of annuity business. It recently entered the accident and health field. It operates in 14 states, District of Columbia, and Puerto Rico, all policies being issued on the participating plan. A home office was purchased at Montclair, N. J., in 1935. It has \$350,000 capital with over \$111 in assets for every \$100 in liabilities and is owned by over 400 different individuals.

Universal to Double Capital

Universal Life of Richmond will soon declare a 100% stock dividend. The capital, now \$50,000, will be increased to \$100,000. About 95% of the outstanding stock is held by Roland F. Holman, president. He added to his holdings considerably when he acquired all the stock held by David W. Darden, secretary of the company at the time of his death.

The company was organized nine years ago and at the end of 1943 had \$13,200,000 insurance in force. It is estimated that the figure will be close to \$18,000,000 by the end of this year. Except for hospitalization, most of its business is industrial insurance.

Honor A. B. Olson on His 10th Anniversary



A. B. OLSON

A. B. Olson, agency vice-president of Guarantee Mutual Life of Omaha, will complete 10 years service with the company Dec. 31, and in honor of the occasion and as a tribute to his efforts on behalf of the company, the seven members of the general agents' council and the home office are jointly sponsoring through November and December a production campaign. One objective is to reach more than \$180 million of insurance in force by the end of the year.

After a successful career as a sales manager in other lines, Mr. Olson in 1915 went with Bankers Life of Nebraska which he successively served as agent, general agent and manager of agencies. In 1920-21 he was president of the Omaha Life Underwriters Association and in 1922 helped organize and was the first president of the Omaha General Agents & Managers Association. He has served as a director of the Sales Research Bureau.

Negro Group Maps Fight on Inflation with OPA

WASHINGTON — Representing 3½ million policyholders in 26 states, it was announced, officers of the National Negro Insurance Association and members of its anti-inflation committee mapped plans to combat inflation, with respect to price and rent control and rationing, at a conference here with OPA officials.

D. C. Chandler, Dunbar Mutual, Cleveland, and national chairman anti-inflation committee, outlined a 6-point program for 1945 in cooperation with the national economic stabilization policy.

Bureaus will be set up to supply speakers on anti-inflation measures. Members of local Negro insurance groups will volunteer service with price and rationing boards. Committeemen will cooperate directly with OPA in distributing information direct to homes.

Consumers cost of living committees will be organized. A public information campaign committee will be created, headed by G. Norman Branch, Federal Life, Washington.

The conferees included Charles W. Greene, Atlanta Life, association president; B. C. Ford, Guaranty Life, Savannah; C. B. Nicholls, and J. T. Walker, Pilgrim Health & Life, Augusta; E. M. Helvey, Domestic Life & Accident, Cleveland; J. C. Jefferson, Mammoth Life & Accident, Louisville; Ralph Sindle, Fireside Mutual, Cleveland; B. G. Olive, Jr., Universal Life, Memphis; Lonnie Polk, Provident Home Beneficial, Pittsburgh; Ralph W. Parsons, Victory Mutual, New York City.

Verhovay Fraternal Association of Pittsburgh has been licensed in California.

Men Want Security After the War

Never have so many been considering so seriously the problem of safety — financial and economic — in the years beyond the War.

Avenues of safe investment, impact of rising prices, hazard of unemployment, limitations of business opportunity — these things engage the public mind as never before.

Life insurance comes foremost among the answers. And Fidelity Mutual provides that answer in concrete form.

While steadily increasing the sum and safety of its resources, Fidelity has also steadily broadened its coverage to meet the demands of the changing times. Its policy forms provide selling tools which look to the needs of tomorrow as well as of today.

Fidelity agents, however, not only are given the tools, but are trained in their use by means of thorough instruction, sympathetic supervision and cooperative leadership. Upon such relationships has been built its reputation as a friendly company.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA

E. A. Roberts, President

Dr. Simmons Looks at Some Issues of the Future

"I do not know to what extent we may have government supervision, although my own personal opinion is that state supervision will continue, but you can dismiss from your minds any thought that the life insurance in force in private companies will ever be nationalized because 65 million policyholders in private companies will not permit it, nor will our 160,000 agents stand idly by and permit it to be taken over by the national government."

With these comments, Dr. E. G. Simmons, executive vice-president of Pan-American Life, introduced his discussion of "Our Business Today and Tomorrow" at the organization meeting and sales congress of the Louisiana Association of Life Underwriters in Baton Rouge last week.

Closer Unity in the Business

The insurance organizations, he said, American Life Convention, Life Insurance Association of America, the Association of Life Agency Officers, the Institute of Life Insurance, and the Na-

tional Association of Life Underwriters are working in closer unity than ever before.

Dr. Simmons warned agents that there are lush times and insurance selling does not require the art it did in the depression. Without competition from the hundreds of things that are ordinarily for sale, it is a tribute to the confidence the American people have in life insurance that people are almost voluntarily buying life insurance in larger quantities than ever before. Premiums are being paid in advance not necessarily because of an agent's sales effort but because his policyholders have the money and want to be sure that nothing will happen to their insurance for at least five or ten years to come, he declared.

With an estimated \$150 billion of savings in the U. S., he said, and the ease of selling today, there is danger of getting soft.

The lapse rate is the lowest in history. Instead of showing gains of insurance in force of 45% or 50% of new

annual insurance written, the figures now are 65% to 70%, he said. But tough competition is coming again and agents should prepare for it.

He urged agents to keep their eyes open to the competition of tomorrow, the new homes, automobiles, radios, washing machines and hundreds of other articles. The business is going to have to be well guarded. Every effort will have to be made to hold to the minimum future borrowing on policies, he declared. Agents should sell larger policies and should get cash with the application where possible.

Agents should cultivate in their communities more closely than ever. They should make a study of social security and its tie in insurance selling with its benefits. Before long those benefits will cover 20 million more men and women than at present, he said.

Memphis Group Conducts Seminar on Service Cover

The Memphis Life Underwriters Association conducted a seminar on National Service Life Insurance Thursday. J. L. McMillin, Mutual Life of New York general agent, was in charge of the program and gave the summary. C. R. Welman discussed the function and service of life insurance; William Brown, the place of National Service Life Insurance in the insurance program; Clarence Leavell, National Service insurance policies and their provisions; Fred Mivelaz, service representative of the Veterans Administration, the work of that organization; L. T. Callow, "Why I want my son to continue his GI insurance as a part of his lifelong insurance program;" and Bruce Blalack, the open forum.

This is believed to be the first seminar on the subject held by any association in the country and was designed to acquaint agents more thoroughly with NSL insurance and advice they should give returning veterans with respect to it.

Recalculating the Benefits

WASHINGTON—The social security board states that upon request it will re-calculate the amount of old-age and survivors insurance benefits payable to once-retired workers who have returned to industry and include credit for wages received since benefits were first claimed. Increased benefits would result only for workers 65 or older who have once claimed benefits and afterwards earned wages in jobs covered by social security. If pay is higher in covered employment than when these workers originally retired benefits can be refigured when they retire again.

Statistical Group Directors Meet

Directors of the Insurance Accounting & Statistical Association met two days last week at the Edgewater Beach Hotel, Chicago, to plan the program of the April, 1945, annual conference at the same location, post war activities and other matters.

Among those present were R. L. Hughes, Guarantee Mutual Life, president; H. J. Stowe, Manufacturers Life, vice-president; I. H. Wagner, Business Men's Assurance, secretary-treasurer; C. S. Cadwell, Minnesota Mutual, assistant secretary-treasurer; I. W. Kimmerle, Northwestern National Life, director of life division; W. G. Waters, Kansas City Life, and D. L. Eilers, World.

Cassels Canada Life Director

R. C. H. Cassels has been elected a director of Canada Life to replace J. M. Macdonnell, who has voluntarily resigned to give himself the fullest freedom possible in seeking a seat in the house of commons. Mr. Cassels is a member of the law firm of Blake, Anglin, Osler & Cassels of Toronto.

For accident and health sales ideas, use the Sales Section of the A. & H. Bulletins. Write The A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

Institute Speaker



JAMES W. IRWIN

James W. Irwin, management counsel of National Dairy Products Corp., will be the principal speaker before the annual meeting of the Institute of Life Insurance, to be held at New York Nov. 30.

Watch SS Tax Freeze, Pension Issue in Congress

WASHINGTON—Postponement of possible action on proposed social security tax freeze and pension trust approval deadline extension beyond Dec. 31 was seen when a house ways and means committee meeting scheduled for Tuesday was put off until Friday, because of absence of a number of members.

Senator Taft, Ohio, it is understood, does not expect the internal revenue bureau to "mend its ways" with respect to integration of pension trust plans with social security. If the department did this he would not consider necessary his amendment prohibiting integration.

However, it was indicated, the Senator can do little about his amendments unless the House passes some kind of a measure affecting the revenue to which it could be attached. It was further indicated that there may be further hearings on the Taft proposal.

Possibility of a compromise on social security taxation was hinted at by Senator Barkley, majority leader, following a recent meeting of the Senate democratic steering committee. He said House conversations are under way with the social security board looking toward "working out a little different rate, so that we will not have to take up this question (of freezing the tax) every year." Without some action, the tax rate will go from 1 to 2% Jan. 1.

Senator Vandenberg has introduced his annual 1% "freeze" measure. He also proposed that the Joint Committee on Internal Revenue Taxation, a House-Senate unit, assisted by an advisory group of outside experts, should be authorized to study the social security tax question and report its final conclusions to Congress by July 1, next.

President Roosevelt holds the whip hand in the tax freeze fight. The Vandenberg amendments can only go onto a House-originated revenue bill, if any, this session, and if passed, such a measure could be vetoed. Both he and the Treasury favor the increase in social security tax.

Judge David G. Hunter of the orphans court of Philadelphia county will address the dinner meeting of the Philadelphia Life Insurance & Trust Council, Nov. 30, on "Your Will, What to Do About It and Why."

Golden Anniversary 1944



50 Years of Service in Peace and in War!

★ The State Life Insurance Company has paid \$146,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$60,000,000 in Assets for their benefit . . . A total of \$20,000,000 is invested in War Bonds and U. S. Government securities . . . Life Insurance and The State Life serve in Peace and in War.



THE STATE LIFE INSURANCE COMPANY
Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

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Job Relations Program Outlined to Accountants

NEW YORK—The job relations program of supervisory training developed by the bureau of training, War Manpower Commission, was outlined by G. W. Campbell, assistant district representative, in an address before the Insurance Accountants Association. Frequently, he said, the supervisor only knows how to handle one or two types of individuals and almost every employee problem could have been prevented had the supervisor had adequate training for his job. Typical positions coming under the head of supervisors in the accounting field are chief clerks, office managers, department heads, chief accountants, and head bookkeepers. A supervisor is defined as anyone who directs the work of one or more people.

Five Basic Requirements

There are at least five basic requirements for the supervisor, he stated, knowledge of job, knowledge of responsibility, skill of instruction, skill of leadership, and skill in organizing or planning work. The bureau is particularly concerned with the three skills named and for these has developed a job instructor training program, a job methods program, and a job relations program. Mr. Campbell confined his remarks to the latter.

Many supervisors today don't know how to pass on their knowledge. This is particularly true of sales organizations where the best salesmen in the organizations have not learned to pass on their "know-how."

A supervisor is hired primarily to get work out of others. Results obtained from the program show that it helps to prevent problems, reduces grievances, reduces absenteeism, reduces labor turnover, reduces misfits and obtains better teamwork.

A supervisor is likely to be responsible for production, quality, cost, morale and training. These are all factors involved in his relations with employees, through whom he gets results.

Job Relations Foundations

The foundations of good job relations, he said, are: Let each worker know how he is getting along; give credit when due (there are a thousand and one other ways besides giving a raise); tell people in advance about the changes that will affect them, and make the best use of each person's ability.

Most people are very reasonable if they understand why something is done involving their work. Mr. Campbell said that he had been asked by the army to give a course in human relations to 40 officers at one of the camps. The army was particularly interested in the aspect of telling people in advance about changes that will affect them. He considered it particularly significant that the army would be interested in such a subject.

Individuals differ not only in their jobs but in temperament, education, intelligence, health, home life and ambitions—all of these various factors being responsible for individual differences. Supervisors must learn to make a daily practice of treating persons as individuals, he said.

In setting up a program, the objective must first be determined. Then, it is necessary to get the facts, weigh and decide, take action and check results.

Trust Officer Urges Close Bank-Agent Cooperation

The ways in which the life agent and the trust officer of the bank can be mutually helpful were outlined by N. Baxter Maddox, vice-president and trust officer of the First National Bank of Atlanta, Ga., in a talk before the mid-continental trust conference of the trust

division of the American Bankers Association at Chicago.

He said that the life insurance-trust team is a new business potential that will benefit the bank if properly cultivated. Such cooperation better serves the customer and produces new business for each in the team, he said. He said there are now 23 life insurance and trust councils in the United States, and they have been very helpful. He urged trust men to attend as many life insur-

ance meetings as possible and to encourage qualification for the C.L.U. degree among trust officers. Many trust institutions, he said, have found it beneficial to offer agents the use of their conference rooms and tax services.

Mr. Maddox is chairman of the committee on relations with life underwriters for the trust division of the bankers group. He was formerly Connecticut Mutual general agent in Atlanta and prominent in association work.

John P. Williams Addresses C.L.U. Chapters on Coast

The Portland C.L.U. will be addressed by John P. Williams, field director of the American College, at its meeting Nov. 28.

Mr. Williams will also address a dinner meeting of the San Francisco C.L.U. chapter Dec. 4. He is making a tour of Pacific Coast chapters.



How to choose a life partner

From the time he started wiping engines in the round-house, Frank Andrews fixed his eye on this, the top job for a railroad engineer, with the determination that someday it would be his. The strength and tenacity of purpose which it took to bring it true are signs of a *man of character*.

We recommend Frank Andrews as a "life partner" for you. The life insurance company with such people as policyholders is a good place for your own insurance.

We give our agents an extra incentive to find and sell such men as Andrews. We know that much of the strength of this company lies in the strength of the men and women who buy its policies . . . in their thriftiness, in their determination to carry on *without lapsing*. For most lapsed policies mean a loss not only to the man who lapses, but to the company, and ultimately to its policyholders.

And that is why your Northwestern National agent is

paid, not primarily for the new insurance he sells you, *but for the amount you keep in force*. When you lapse a policy, he suffers a penalty in his earnings which applies not merely to the policy you lapsed, but to every dollar's worth of insurance from which he is receiving an income.

Thus, your N^WNL agent has a special incentive to sell you exactly the kind and amount of insurance you need and can afford, to keep your insurance program in good health—and to seek out good life partners for you in the other policyholders he serves . . . men of character like Frank Andrews.

NORTHWESTERN *National* LIFE
INSURANCE COMPANY

O. J. Arnold, President



Minneapolis 4, Minn.

This is a reproduction of N^WNL's current national magazine advertisement.

Action by Congress Is Clouded

(CONTINUED FROM PAGE 1)

sioners in bringing suits for declaratory judgment in the federal courts to determine whether state regulatory and tax laws constitute an undue burden on interstate commerce may be expected if this point is not clarified at the present session of Congress, according to some who have followed this situation very closely. If the Walter bill, now pending in the Senate, or some similar measure upholding the right of the state to tax and regulate interstate insurance transactions, fails of passage, the states face the immediate possibility that some companies will refuse to pay premium taxes on the ground that these taxes constitute an unlawful burden on interstate commerce and that paying them would subject the companies doing so to the risk of legal action by their stockholders or policyholders.

At the recent meeting of the American Life Convention in Chicago George E. Walton, title attorney for Metropolitan Life, gave a carefully prepared paper in which he expressed the conviction that the state premium tax laws, even those of the more than 20 states that impose a heavier levy upon foreign than upon domestic insurers could not be successfully challenged. That paper made a profound impression. There are a number of lawyers, however, who hold strongly to a contrary view and believe that tax laws differentiating between foreign and domestic companies could not possibly be sustained. They feel that Mr. Walton's thesis has induced an

unwarranted feeling of complacency on the part of a number of the state officials. They believe so firmly that such taxes are doomed that they say it is a mistake not to emphasize their weakness at this time. The laws should be changed, they are convinced, at the coming legislative session, so as to put foreign and domestic companies on the same footing tax-wise.

Should no legislation on the subject be enacted at this session of Congress there would arise the possibility that proposals would be offered not only by the fire and casualty companies and the commissioners but by the Justice Department. Those who have watched the S.E.U.A. case develop believe that Attorney General Biddle would be too shrewd to ask for a comprehensive program of federal supervision for fear of intensifying the opposition and unifying the commissioners and all branches of the insurance business but would be content with a slight degree of regulation, with the aim of getting this power further expanded later on and leaving the states completely out in the cold.

Fear Rigid Mold

Fire and casualty men who have studied the commissioners' proposed legislation do not like the degree of federal control that would be given under it. The most obvious fissure for entry of the federal control wedge is the point which would make boycott, coercion, or intimidation subject to the Sherman act.

However, some of the closest students of this entire problem feel that the abrogation of separation and non-intercourse agreements will remove any possible basis for accusations of this character and that by far the worst feature of the commissioners' bill is that from July 1, 1948, on it would freeze the insurance business into the rigid mold prescribed in the bill, there being only seven different types of cooperative activity in which the companies could engage without running afoul of the federal anti-trust laws.

It is pointed out that if the insurance business is to serve the public properly it must be free to engage, if need be, in many types of activity which cannot possibly be foretold at present. Of course it would be possible to get the federal law amended to exempt these new activities from the proscription of the Sherman act but the length of time it has taken to get the Bailey-Walter bill this far along is clear evidence as to why the need for constant amendatory legislation is undesirable. The natural question arises, would a business man wait around a year or so for companies to get permission to provide needed coverage or would he hop a plane for London and buy it from the untrammelled underwriters at Lloyds?

The natural result of this situation, it is feared, would be to hamper the expansion of the American insurance market and reduce state and federal taxes generated by the insurance business. However, an even worse danger that has been pointed out is that by preventing the American market from supplying the needs that will surely develop in the future the commissioners' bill would give the advocates of state socialism an opportunity of arguing that since private enterprise cannot provide the necessary facilities the government should sell the needed coverages.

Commissioner Harrington of Massachusetts in addressing the Mutual Insurance Agents Association of New England at Boston Saturday stated that he had just returned from Washington, where he spent three days conferring with senators and representatives along with Newell Johnson. They got the impression, he stated, that if any insurance legislation is to pass during the present session it must be free from controversy. Mr. Harrington expressed the conviction that the insurance commissioners' proposal constitutes comprehensive legislation that will preserve state supervision of insurance if that can be done by Congressional enactment. He urged the mutual agents association unequivocally to support the insurance commissioners' program because "it has been prepared by public officials with due regard for the proper operation of the business and a full regard for the interests of the public."

At the same meeting, Roger Kenney, insurance editor of the "United States Investor," denounced the insurance commissioners' bill. He charged that the commissioners' association threw the bill into the congressional hopper before the general membership of the associ-

New Prudential Industrial Chief Widely Experienced

NEWARK—Harold M. Stewart, whose election as vice-president in



H. M. Stewart

charge of the industrial field organization of Prudential was announced in last week's issue, has had a well diversified experience. He has been a district office clerk, district cashier, home office inspector and has had charge of northern, southern, eastern and central groups of agencies. He has been a second vice-president since 1941 and since that date has been assisting Vice-president H. B. Sutphen, whom he succeeds, in the general supervision of the industrial agencies in United States and Canada. Mr. Sutphen has retired after more than 44 years of service with Prudential.

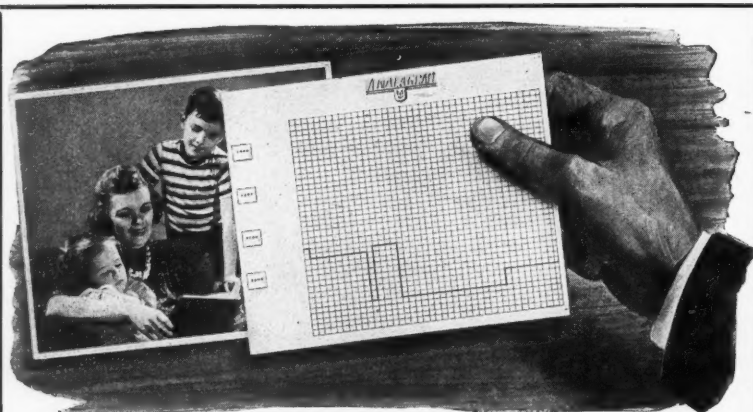
Neel for Walter Bill with or Without Amendments

Commissioner Neel of Pennsylvania, in addressing the annual meeting of the Pennsylvania Fraternal Congress asserted that the Walter bill to exempt insurance from the federal anti-trust laws does not fully cover the issues. Should it be passed in its present form, eventually additional legislation must also be passed. It would be desirable to amend it now to include the program as adopted by the executive committee of the National Association of Insurance Commissioners.

However, the passage of this bill—if possible to amend or if it cannot be so amended at this time, then its present form—is imperative. The passage of the bill with the proposed amendments will do the complete job—but if it cannot be amended at this time, then its passage in its present form is desirable and is a definite step in the right direction. Additional legislation then could follow, thus fully completing the job of restoring exclusive state supervision.

Newark Trust Council to Elect

The Life Insurance & Trust Council of North Jersey will hold its annual meeting Jan. 18 in Newark.



The Two Family Pictures

One day a man proudly showed a visitor a picture of his fine family. "Let me draw you a very different picture," said the visitor. "It may amaze you. How would your family support themselves through the years—without you to help them? This picture tells you. Here is your oldest boy about to enter college. Look—how their income drops off! And at the very instant they need more money." "But," the man told the visitor, "I had planned it all so carefully! Can I change this unfortunate picture?" "Yes, indeed!" replied the visitor, who was a life insurance agent. "But let's not call it an unfortunate picture. It shows you the mistakes of the future—in time to correct them now. This 'Analograph' picture is the luckiest one you may ever see. Since, from it, I can now draw you a changed picture. And a brighter one!" Again the man was amazed. This time, because he saw clearly the future he might readily provide.

QUESTION: Which life insurance company analyzes and pictures a family's future by the Analograph?

ANSWER:



**The Mutual Benefit
Life Insurance Company**
Newark, New Jersey

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Buyer, Seller Give Viewpoint on Group Disability Cover

Leaves Post as U. S. Chamber Insurance Head

In a panel discussion of group disability insurance from the standpoint of both the buyer and the seller of that form of protection before the Chicago Accident & Health Association, D. L. Powell, insurance manager of United States Gypsum Company, took up what the employes as well as the employers want in group coverage. So far as there has been any expression along that line, he said, it has been concerned mainly with medical expense coverage. He commented that there is really very little opportunity for the employes to say what they want, as it usually is a matter of "take it or leave it." However, after they have had experience with disability insurance, there is a growing demand and appreciation for it and a number have asked him: "What about doctor's bills?"

Mr. Powell believes that there is a real field for this form of protection and said that there has been some experimentation with it on the west coast. The companies are shying away from it because of bad initial experience, he said, but he expressed the belief that it could be written, with a good deductible.

"If the companies don't do it, the government will," he declared.

Retention Deciding Factor

In regard to the employers, he said that at the outset they usually are no more aware than the employe as to what is the best coverage. They look over what the companies have developed and decide on what portions of that they want. As to the choice of companies he said that the coverage has been pretty well standardized and that the deciding factor usually is the amount of the insurer's retention for the expense of operating the plan. He declared that there is an amazing difference in that respect as regards similar groups, with similar conditions, and said he had about come to the conclusion that "it is the wheel that squeaks that gets the grease."

In regard to the wording of contracts, employers usually rely largely on their attorneys, but he said that his company has attempted to simplify the provisions of the contract wherever possible. Some of them are required by the states but others are open to some flexibility.

No Cost to Company

Mr. Powell had said in his talk that his company had all forms of group disability available except surgical for dependents, and had dropped that because the cost was more than the employes could stand. In reply to a question, he said that the dividends ordinarily covered the corporation's entire contribution to the cost of the group insurance and there actually is no cost to it. In connection with his suggestion for the addition of medical expense coverage, he was then asked whether the corporation would take care of that, inasmuch as the surgical for dependents was found too expensive for the employes. He replied as far as he knew nothing of the sort was contemplated.

Tank Gives Company Angle

E. S. Tank, regional group supervisor of Travelers, who presented the company viewpoint, emphasized that group contracts must be formulated on a national basis, to meet the needs of small as well as large groups, and that it is not possible to construct a separate contract for each individual employer. He said that when a man starts out to buy an automobile, he picks out the car that he likes and the one he thinks is the best buy on the market and does not try to tell the automobile manufacturer just how the car should be constructed.

He said the buying of group insurance must be considered as a personnel problem as well as a strictly busi-

WASHINGTON—Paul L. Hardesty announces his retirement as manager of the insurance department of the U. S. Chamber of Commerce in order to re-enter private industry. He will start immediately on a long-deferred vacation, and upon its completion will enter upon his new duties.

Mr. Hardesty was appointed to the chamber's insurance department in 1941, and assumed the managership in 1942.

Resignation of Mr. Hardesty leaves E. L. Hilton acting and in charge. Hailing from Des Moines, Mr. Hilton was formerly with the Iowa insurance department. He came to the chamber from Commercial Credit insurance fleet. He was also connected with Employers Mutual Casualty and engaged in law practice.

Mr. Hilton has been with the U. S. Chamber several years and is thoroughly familiar with the insurance picture here and elsewhere, with particular reference to legislative, departmental and administrative activities affecting the industry.

Mutual Life October Leaders

The San Francisco agency of Mutual Life led the company in life insurance written and the Oakland and Des Moines agencies were tied for first place in number of policies sold during October. G. W. Hay is manager at San Francisco; A. C. Nelson at Oakland and T. B. Read at Des Moines.

Shapiro Elected in Rochester

Milton Shapiro was elected president of the Rochester, N. Y., C. L. U. chapter. W. Russell Forth is vice-president; W. Edward Howard, secretary; Richard S. Pomeroy, treasurer, and John C. Post, historian.

Miss Ellen Putnam, National Life, Vt., reported that the educational committee is conducting classes in fundamentals and law and taxes.

ness transaction. In that connection he mentioned the situation that had arisen when the labor unions entered the picture and said that when the union is a factor in the negotiations, the employe finds out what he wants.

Development of Line Revealed

He reviewed the development of group disability insurance, including the trend toward too great liberality in the '20s, such as making sickness benefits retroactive after the employe had been disabled for a certain length of time, and the big increase in claims which resulted. In that connection he cited the study made by General Motors, which has been presented before several insurance organizations by Andrew T. Court of that company. He also pointed to the difference between base pay and take-home pay, after deductions have been made for income tax, social security, bond purchases, etc., as a factor which makes it dangerous to provide in benefits too large a percentage of the base pay.

Matter of Retention

On the matter of the retention, he pointed out that the expense of handling a group of 1,000 where benefits of \$30 per week were provided would be the same as for one of the same number with provisions for \$15 per week, but the percentage would be only one-half as large. He also said a distinction must be made between a group where the loss ratio was consistently around 50% throughout the year and one where the average for the year might be 50%, but with the losses on a constantly ascending scale, running much higher than that at the end of the year.

THOSE HANDS THAT ROCK THE CRADLE



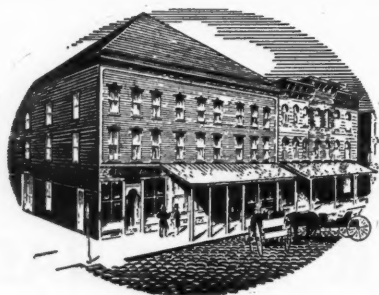
They're doing double duty now, for women of America, thousands of them mothers, have taken over industrial jobs to release manpower necessary to our war-winning effort.

However, the need for protection of such women, whether married or single, still persists.

The Prudential, aware of this truth, has made available for its representatives a folder of questions (and answers) to interest women in the subject of life insurance.



The PRUDENTIAL
INSURANCE COMPANY OF AMERICA
A mutual life insurance company
HOME OFFICE NEWARK, NEW JERSEY



Since 1867

a life insurance company distinguished by
the character and ability of the men and
women comprising its field organization...
and by the integrity of its management.

EQUITABLE LIFE OF IOWA

Founded 1867

HOME OFFICE

DES MOINES, IOWA

THIS THANKSGIVING

We, the officers and personnel of the Friendly Company, give thanks for the "Stars and Stripes" and for the privilege of protecting that flag with our all.

When our forefathers bequeathed the stripes and thirteen stars to us, they gave us a very real possession — FREEDOM — a possession to be envied, treasured, guarded and worked for—a gift to all our people that must never be allowed to die out.

That is our task and we thank God that we have been given the ability to fulfill it. We, with each and every American, pledge ourselves to preserve that freedom and in doing so, preserve the right of opportunity for all—the right to progress and grow and live in real freedom.



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

FRANKFORT

INDIANA

Round Table Names New Committees

(CONTINUED FROM PAGE 3)

for either (a) three consecutive years, or (b) four years out of five consecutive years. An applicant for life membership shall be a qualifying member during the first year for which life membership shall be approved. Should a life member not renew his membership for three consecutive years, he shall cease to be eligible for membership of any kind unless, and until, he again complies with the provisions of paragraph (5) hereof.

(7) Each applicant for life and qualifying membership shall also establish the fact that he is entitled to a qualifying membership in accordance with paragraph (5) hereof and that he is entitled to a life membership in accordance with paragraph (6) hereof.

(8) Each application for membership shall be accompanied by a check for the payment of dues for a term of one year.

(9) No applicant shall be granted membership of any kind by any executive committee for any years other than the year during which it holds office.

Members in Armed Forces

(10) Each member who enters the armed forces or who engages in any other service deemed by the executive committee to be vital to the war effort, shall become an inactive member in war service and shall pay no dues or assessments for the period of such service except for the first year of qualifying membership. The period of time spent in such war service shall be omitted from all calculations of time required to be made hereunder.

(11) The membership of any member whose membership in a local association of the National Association of Life Underwriters has been revoked or terminated shall automatically terminate.

(12) When an applicant applies for qualifying membership for the first time, he shall submit (with his application) letters from two members, at least one of whom shall be a life or life and qualifying member. Such letters shall recommend the applicant for membership and state such facts concerning the business and professional conduct of the applicant as may assist the executive committee in considering the application.

(13) No member shall join any group or organization which shall use the words "Million Dollar Round Table," or any combination thereof, or any insignia adopted by this organization. The membership of any member violating this provision shall automatically terminate.

Provisions of Article 5

Article V provides:
For the purpose of attaining qualifying membership in the organization, an applicant shall be allowed credit in accordance with the provisions of this article.

(1) Regular single and annual premium life insurance policies shall count at the face value thereof, except as follows:

(a) All regular policies (with or without life insurance) which mature at age 70, or earlier, to provide retirement incomes shall count as provided in paragraph (3) hereof;

(b) In addition to the credit which shall be given under the applicable provisions of this article for the face value of the basic coverage, all types of "family income" or "family maintenance" or similar policies or riders shall count as \$1,000 per \$10 monthly income provided thereby.

(c) Conversions from term insurance policies to all permanent plans of single and annual premium life insurance policies shall count at face value, regardless of the effective date of the conversions, but no credit shall be given unless the conversions occurred after the term policies had been in force at least 12 months. In case of conversion of the term insurance portion of a "family income" or "family maintenance" policy before such policy has been in force 12 months, credit shall be given only for the difference, if any, between the credit allowed under (b) hereof for the original policy and the total amount of permanent insurance in force 12 months after the original date of issue.

Single Premium Annuity

(2) Single premium annuity policies of all types shall count at 1½ times the amount of the single premium.

(3) All regular policies (with or without life insurance) which mature at age 70, or earlier, to provide retirement incomes shall count at the greater of either (a) the face value of such policies, or (b) 125 times the amount of monthly incomes provided by such policies at their stated maturity dates, without regard to the specific types of monthly incomes provided therein; provided, however, that (a) in case a policy does not provide for a stated maturity date, the date on which monthly income payments will automatically commence (unless the insured/annuitant elects otherwise) shall be deemed to be the stated maturity date but, if there be no such date on which monthly income payments will automatically commence, age 65 (or the earliest age when monthly income payments may

commence, if such age is later than age 65) shall be deemed to be the stated maturity date, and (b) in case a policy does not provide for a specific type of monthly income, the 10 year certain and continuous option rate shall be used, and (c) the sex of the actual insured/annuitant shall be used in every case.

Weighing Group Life

(4) The following types of policies or business shall count on the basis of \$1,000 credit for each \$15 of net first year commissions actually received:

(a) Group life insurance (both increasing and level premium), group accidental death and dismemberment insurance, group annuities and all policies and/or certificates issued under rules (applicable to underwriting procedure, etc.) which have the essential characteristics of rules applicable to group contracts;

(b) Conversions from retirement annuities or other permanent plans to all permanent plans of single and annual premium life insurance, but only commissions directly attributable to such conversions shall count, and no credit shall be given unless the conversions occurred after the retirement annuities or other permanent plans had been in force at least 12 months;

(c) All regular policies (with or without life insurance) which mature at age 71, or later, to provide retirement incomes;

(d) Survivorship annuity policies or riders;

(e) Term insurance policies which are renewed;

(f) All types of policies or business not specifically mentioned hereinabove.

(5) On joint or partnership business, or on brokerage business placed in the name of an applicant by another underwriter, credit shall be given only for that proportion of the business for which an applicant has actually received and retained, or is entitled to receive and retain, the full first year and renewal commissions. It is the intent of this paragraph that credit shall be given only as provided in the preceding sentence in the event any payment or payments shall have been made by the applicant to an individual or other entity not an underwriter if such payment or payments shall have the characteristics of a direct or indirect payment of a portion of first-year and renewal commissions.

(6) No credit shall be given for accident, health and hospitalization business written individually or on a group basis by separate contract or by a combination contract.

(7) No credit shall be allowed for any business which has been used in any previous qualification period.

(8) Business, to be credited, shall be paid for during a qualification period which shall consist of any period of twelve consecutive months, or less, ending on any date whatever between Dec. 31 of the preceding year and June 30 of the year in which membership is sought, both dates inclusive. Business shall be considered to have been paid for as of the date when the coverage first became fully effective with home office approval from the standpoint of payment of a claim (regardless of company practice or the distance between home and field offices) but no credit shall be allowed until the home office has finally accepted the premium (without agreement to refund all, or substantially all, thereof) and first year commissions have become

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Protects
The Entire Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

A Policy for Every Purse and Purpose

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

payable without any right reserved to the insurance company to recover same.

(9) No applicant shall be eligible for membership unless he has paid for a minimum of 10 lives and five separate cases. For the purpose hereof, a group policy or an employee's trust or plan shall count as one case (subject to division on the same basis as credit for the business itself) but, if the essential characteristics of new business are present, each group of employees becoming eligible on the annual anniversary date shall count as such a separate case.

(10) Business shall not count if the only interest of the applicant in such business is in the form of over-riding commissions or the equivalent. Furthermore, the proportion of the business for which an applicant shall receive credit shall not include any proportion based on over-riding commissions or the equivalent.

(11) Credit shall be allowed for the business of an applicant for membership who resides outside the United States and its territories but all such business shall be converted to U. S. dollars on the basis of the mean rate of exchange ruling on Dec. 31 of the preceding year; provided, however, that no such adjustments shall be made in the case of Canadian business.

District of Columbia Bill Introduced in Senate

WASHINGTON—The proposed new District of Columbia life insurance bill offered in the House last summer by Representative Lesinski has only just been introduced in the Senate by Bilbo of Mississippi, chairman of the District of Columbia committee.

The bill, said to be agreeable to life companies doing business here, revises the old life law in a number of respects. Under the bill the superintendent of insurance could impose a fine of \$200 for petty violations of the insurance code and regulations in lieu of the existing drastic penalty of revocation or suspension of license. In this respect the life bill is similar to the new District fire insurance law.

The life bill also provides standards for industrial insurance policies and makes a number of other changes, including a requirement that domestic mutual companies shall each maintain at all times a surplus of at least \$150,000. Officials say such companies already have more than that surplus.

Congressional consideration of the D.C. life insurance bill is not expected at this session, which will end in December. The matter will then be subject to be taken up again denovo after the 79th Congress comes in Jan. 3. The present bills will die with this year and to secure consideration thereafter it would be necessary for them to be reintroduced in the new Congress, again at the renewed request of the District of Columbia commissioners, on the recommendation of Albert Jordan, superintendent of insurance.

Manual Burke Honored

Manual Burke, supervisor of the O. R. McAtee agency of San Antonio, was awarded the president's cup as Republic National Life's most valuable agent for 1944, on the basis of production, persistency, size of policy and other factors.

Dineen Gets 15-Day Extension

NEW YORK—A 15-day extension has been granted for the filing of Superintendent Dineen's reply to the suit brought in New York supreme court by Charles Mendola, "membership counselor" of American Farmers of Phoenix, Ariz., to have the New York licensing law set aside as unduly burdening interstate commerce. The New York superintendent's answer was called for within 20 days, which meant that Tuesday of this week was the deadline. The extension gives him until Dec. 6. It was arranged through joint stipulation of Attorney General Goldstein, who is defending Mr. Dineen, and A. W. Arnold, Mr. Mendola's attorney.

Clarence O. Gardner, Jr., has joined the home office staff of Republic National Life. He has been assistant manager of the Oak Cliff branch of the Dallas Power & Light Company.

Part-Time Agents and Restrictive Law Being Discussed

The question arose at the annual meeting of the Illinois Association of Insurance Agents in the discussion of strengthening the agents and brokers qualification license law as to how far the producer should go in attempting to introduce more restrictions regarding part-time people. In many cases the part-timer is regarded as more or less of a nuisance, as he nips off buds and snipes business here and there. Usually he has but few qualifications that would enable him to give accurate insurance advice.

It was felt by some that in Illinois sufficient amendment should be made to the license law to make it more difficult for the part-timer to get a license. In the discussion the point was made that the producing forces could not afford to go too far, especially after the U. S. Supreme Court decision as to whether insurance was commerce or not. Any effort to establish measures that would make it exceedingly difficult for part-timers to operate, it was said, would be a mistake. It would be looked upon by the legislators as an effort to keep men out of business by legislation when they might be qualified to do business in a thoroughgoing way.

Parley on N. Y. Health Cover

NEW YORK—Spokesmen for Mayor LaGuardia's health insurance plan and representatives of the medical societies of the five counties of New York City and that of Westchester county engaged in what was officially described as "an encouraging exchange of views" at a closed conference here this week. Another meeting will be held Dec. 1.

The organized doctors and the mayor have been at odds over the top income of those to be covered by the plan, the practicability of adding home and office medical care to the in-hospital coverage, and whether physicians or laymen will control the plan. The mayor's plan makes families with incomes up to \$5,000 eligible. The doctors want a \$2,500 ceiling.

Doctors Appeal to Labor

The New York County Medical Society, in its publication issued this week, appealed in an editorial to organized labor to cooperate with organized medicine in "constructive action" on health planning and called for "bold and determined experimentation in medical economics" in order to "avoid a federal strait-jacket over medical practice."

The doctors are unalterably opposed to compulsory medical care insurance of the type contemplated in the Wagner-Murray-Dingell bill and the New York County Society's appeal is obviously aimed at wooing the labor leaders away from the bill. Both the A.F. of L. and the C.I.O. were enthusiastic for the bill but there has been some cooling off. Labor leaders seem to be becoming more mindful of their responsibility to the general public and to be reluctant to accept the possible onus of having saddled the country with a measure that has as many "bugs" in it as the Wagner-Murray-Dingell bill.

ODT Cites Cancellations

WASHINGTON—ODT has announced that the following conventions have recently been canceled in cooperation with the government campaign for "curtailment of non-war connected travel":

Association of Life Agency Officers; Mutual Life, regional meetings, Atlanta and New York; New York Life, annual and regional meetings; Sales Research Bureau.



Does Life Insurance give good value?

With high taxes, increased living costs and a ceiling on wages and salaries, enough money can still be saved to pay for life insurance.

* * *

This is a point that interests the buying public today and the advertisement at the right is one of a strong series running in newspapers to assist Great-West Life representatives towards this end.

Does Life Insurance give good value?

With high taxes, increased living costs, and a ceiling on wages and salaries, enough money can still be saved to pay for life insurance. Life insurance costs less than you think.

\$2500
The price of one pound of gold is \$2500. The price of one pound of silver is \$100. The price of one pound of copper is \$10. The price of one pound of iron is \$5. The price of one pound of steel is \$3. The price of one pound of aluminum is \$2. The price of one pound of tin is \$1. The price of one pound of lead is \$0.50. The price of one pound of zinc is \$0.25. The price of one pound of nickel is \$0.15. The price of one pound of cobalt is \$0.10. The price of one pound of manganese is \$0.05. The price of one pound of chromium is \$0.02. The price of one pound of vanadium is \$0.01. The price of one pound of niobium is \$0.005. The price of one pound of tantalum is \$0.002. The price of one pound of tungsten is \$0.001. The price of one pound of molybdenum is \$0.0005. The price of one pound of cadmium is \$0.0002. The price of one pound of selenium is \$0.0001. The price of one pound of tellurium is \$0.00005. The price of one pound of polonium is \$0.000001. The price of one pound of astatine is \$0.0000001. The price of one pound of francium is \$0.00000001. The price of one pound of actinium is \$0.000000001. The price of one pound of thorium is \$0.0000000001. The price of one pound of protactinium is \$0.00000000001. The price of one pound of uranium is \$0.000000000001. The price of one pound of neptunium is \$0.0000000000001. The price of one pound of plutonium is \$0.00000000000001. The price of one pound of americium is \$0.000000000000001. The price of one pound of curium is \$0.0000000000000001. The price of one pound of berkelium is \$0.00000000000000001. The price of one pound of californium is \$0.000000000000000001. The price of one pound of einsteinium is \$0.0000000000000000001. The price of one pound of fermium is \$0.00000000000000000001. The price of one pound of mendelevium is \$0.000000000000000000001. The price of one pound of nobelium is \$0.0000000000000000000001. The price of one pound of lawrencium is \$0.00000000000000000000001. The price of one pound of rutherfordium is \$0.000000000000000000000001. The price of one pound of dubnium is \$0.0000000000000000000000001. The price of one pound of seaborgium is \$0.00000000000000000000000001. The price of one pound of bohrium is \$0.000000000000000000000000001. The price of one pound of hassium is \$0.0000000000000000000000000001. The price of one pound of meitnerium is \$0.00000000000000000000000000001. The price of one pound of darmstadtium is \$0.000000000000000000000000000001. The price of one pound of roentgenium is \$0.0000000000000000000000000000001. The price of one pound of copernicium is \$0.00000000000000000000000000000001. The price of one pound of nihonium is \$0.000000000000000000000000000000001. The price of one pound of flerovium is \$0.0000000000000000000000000000000001. The price of one pound of livermorium is \$0.00000000000000000000000000000000001. The price of one pound of tennessine is \$0.000000000000000000000000000000000001. The price of one pound of oganesson is \$0.0000000000000000000000000000000000001.

\$5000
The price of one pound of gold is \$5000. The price of one pound of silver is \$200. The price of one pound of copper is \$20. The price of one pound of iron is \$10. The price of one pound of steel is \$5. The price of one pound of aluminum is \$3. The price of one pound of tin is \$1. The price of one pound of lead is \$0.50. The price of one pound of zinc is \$0.25. The price of one pound of nickel is \$0.15. The price of one pound of cobalt is \$0.10. The price of one pound of manganese is \$0.05. The price of one pound of chromium is \$0.02. The price of one pound of vanadium is \$0.01. The price of one pound of niobium is \$0.005. The price of one pound of tantalum is \$0.002. The price of one pound of tungsten is \$0.001. The price of one pound of molybdenum is \$0.0005. The price of one pound of cadmium is \$0.0002. The price of one pound of selenium is \$0.0001. The price of one pound of tellurium is \$0.00005. The price of one pound of polonium is \$0.000001. The price of one pound of astatine is \$0.0000001. The price of one pound of francium is \$0.00000001. The price of one pound of actinium is \$0.000000001. The price of one pound of thorium is \$0.0000000001. The price of one pound of protactinium is \$0.00000000001. The price of one pound of uranium is \$0.000000000001. The price of one pound of neptunium is \$0.0000000000001. The price of one pound of plutonium is \$0.00000000000001. The price of one pound of americium is \$0.000000000000001. The price of one pound of curium is \$0.0000000000000001. The price of one pound of berkelium is \$0.00000000000000001. The price of one pound of californium is \$0.000000000000000001. The price of one pound of einsteinium is \$0.0000000000000000001. The price of one pound of fermium is \$0.00000000000000000001. The price of one pound of mendelevium is \$0.000000000000000000001. The price of one pound of nobelium is \$0.0000000000000000000001. The price of one pound of lawrencium is \$0.00000000000000000000001. The price of one pound of rutherfordium is \$0.000000000000000000000001. The price of one pound of dubnium is \$0.0000000000000000000000001. The price of one pound of seaborgium is \$0.00000000000000000000000001. The price of one pound of bohrium is \$0.000000000000000000000000001. The price of one pound of hassium is \$0.0000000000000000000000000001. The price of one pound of meitnerium is \$0.00000000000000000000000000001. The price of one pound of darmstadtium is \$0.000000000000000000000000000001. The price of one pound of roentgenium is \$0.0000000000000000000000000000001. The price of one pound of copernicium is \$0.00000000000000000000000000000001. The price of one pound of nihonium is \$0.000000000000000000000000000000001. The price of one pound of flerovium is \$0.0000000000000000000000000000000001. The price of one pound of livermorium is \$0.00000000000000000000000000000000001. The price of one pound of tennessine is \$0.000000000000000000000000000000000001. The price of one pound of oganesson is \$0.00000000000000000000000000000000000001.

\$7500
The price of one pound of gold is \$7500. The price of one pound of silver is \$300. The price of one pound of copper is \$30. The price of one pound of iron is \$15. The price of one pound of steel is \$7.50. The price of one pound of aluminum is \$4.50. The price of one pound of tin is \$1.50. The price of one pound of lead is \$0.75. The price of one pound of zinc is \$0.375. The price of one pound of nickel is \$0.225. The price of one pound of cobalt is \$0.15. The price of one pound of manganese is \$0.075. The price of one pound of chromium is \$0.0375. The price of one pound of vanadium is \$0.01875. The price of one pound of niobium is \$0.009375. The price of one pound of tantalum is \$0.0046875. The price of one pound of tungsten is \$0.00234375. The price of one pound of molybdenum is \$0.001171875. The price of one pound of cadmium is \$0.0005859375. The price of one pound of selenium is \$0.00029296875. The price of one pound of tellurium is \$0.000146484375. The price of one pound of polonium is \$0.0000732421875. The price of one pound of astatine is \$0.00003662109375. The price of one pound of francium is \$0.000018310546875. The price of one pound of actinium is \$0.0000091552734375. The price of one pound of thorium is \$0.00000457763671875. The price of one pound of protactinium is \$0.000002288818359375. The price of one pound of uranium is \$0.0000011444091796875. The price of one pound of neptunium is \$0.00000057220458984375. The price of one pound of plutonium is \$0.000000286102294921875. The price of one pound of americium is \$0.0000001430511474609375. The price of one pound of curium is \$0.00000007152557373046875. The price of one pound of berkelium is \$0.000000035762786865234375. The price of one pound of californium is \$0.0000000178813934326171875. The price of one pound of einsteinium is \$0.00000000894069671630859375. The price of one pound of fermium is \$0.000000004470348358154296875. The price of one pound of mendelevium is \$0.0000000022351741790771484375. The price of one pound of nobelium is \$0.00000000111758708953857421875. The price of one pound of lawrencium is \$0.000000000558793544769287109375. The price of one pound of rutherfordium is \$0.0000000002793967723846435546875. The price of one pound of dubnium is \$0.00000000013969838619232177734375. The price of one pound of seaborgium is \$0.000000000069849193096160888671875. The price of one pound of bohrium is \$0.0000000000349245965480804443359375. The price of one pound of hassium is \$0.00000000001746229827404022216796875. The price of one pound of meitnerium is \$0.000000000008731149137020111083984375. The price of one pound of darmstadtium is \$0.0000000000043655745685100555419921875. The price of one pound of roentgenium is \$0.00000000000218278728425502777099609375. The price of one pound of copernicium is \$0.000000000001091393642127513885498046875. The price of one pound of nihonium is \$0.0000000000005456968210637569427490234375. The price of one pound of flerovium is \$0.00000000000027284841053187847137451171875. The price of one pound of livermorium is \$0.000000000000136424205265939235687255859375. The price of one pound of tennessine is \$0.0000000000000682121026329696178436279296875. The price of one pound of oganesson is \$0.00000000000003410605131648480892181396484375.

\$10,000
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\$15,000
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\$20,000
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\$25,000
The price of one pound of gold is \$

EDITORIAL COMMENT

Full Appreciation for Volunteer Workers

During the stress of war when everyone is pressed for time and office help is at a premium, many of us fail to appreciate fully the efforts of the volunteer workers who are doing so much to strengthen the business through association activities.

Many of these men are not only sacrificing their leisure but they are contributing working time and energy at a moment when business conditions are so favorable that it is tempting to take advantage of every opportunity for self-gain.

Just as the arm chair strategists and the grandstand quarterback in war and

sports become irksome, so do the snipers who sit on the sidelines and criticize the association worker. Those who are experienced in service group work know that the best way to silence critics is to give them a job to do, but too often they are "too busy" to undertake constructive responsibilities.

In the insurance business the volunteer worker deserves real appreciation. His job is not all glories. There is tedious work and frustration in overcoming human inertia. He needs encouragement and should have our appreciation for doing a job which needs to be done for the institution.

Present Men Keeping Up Pace

One of the most important duties of those supervising life insurance production will be to keep the machinery in motion that was speeded up when the war came and so many younger agents went into the service. That meant the rehabilitation, the rejuvenation of men in the agency, many of whom had not felt it necessary to accelerate their pace. They had gone along in a rather quiet, uneventful way but with the younger men called to the colors managers made a special appeal to those left behind to redouble their efforts. The results have been most gratifying. Many men who were small producers have become big ones. They have revamped their procedure, modernized their methods, increased their speed. They re-

turned to school and learned new methods. Many have surprised themselves with what they have accomplished.

The duty of supervisors now will be to keep these men who have made such splendid records during the war continue in their new paths. Most of them will desire to do so without any spurring because their income has greatly increased and that has been encouraging. Now that they have become accustomed to a new pace they will keep it up. Others probably will tend to fall back in the procession. Those having to do with supervision therefore will now begin to study the best methods of keeping these agents in the front lines so that there will be no retreats when the younger men come home.

Shift to the Insurance Side

Men who are creating estates and endeavoring to provide for their dependents in a comfortable way are confronted with very serious problems these days. The average man will invest in life insurance and also have stocks, bonds, mortgages and probably real estate. He finds that his income tax has moved upward so that if he is in the higher brackets there is a very sharp upsurge with the higher percentages applied. Now he cannot invest in any standard security and get a rate of yield that he did in the past. Government securities are yielding 2½%. He has figured on his life insurance plus his income from other sources to carry his dependents along. Now with the reduction in the yield of what might be called his "terminal income" he is put to it to arrange a program that will be satisfactory. He cannot find an in-

vestment that will yield sufficient to meet the program that he has established in the past. His life insurance is secure and he arranges for his monthly income from it.

Many men in going over their affairs have become convinced that it will be necessary to shift some of their principal to the life insurance side. They will feel that it is incumbent upon them to liquidate some of their investments and purchase life insurance which still gives a fairly good yield. At least the life insurance income is secure and continuous. The income on his other securities especially what he is buying today is not sufficient to meet the demands. His old program is dislocated.

We predict that we will see a constant shifting of the principal of investments to life insurance.

A policyholder has calculated very

carefully the minimum income that will be required to maintain his dependency and carry out the program that he has fixed. He based his calculations on earnings and conditions of some years ago. The income tax was not nearly so devastating nor were the yields on

non-insurance investments so greatly reduced.

It seems therefore that the picture has changed radically. To obtain the same minimum income he will be required to do some shifting. Life insurance remains just about as it was.

PERSONAL SIDE OF THE BUSINESS

Four Mutual Benefit H. & A. and United Benefit Life men, L. J. Marcotte, general agent in Omaha; John Moran, assistant chief underwriter at the home office; C. L. Gurney, Cincinnati manager, and H. F. Swisher, Columbus general agent, have returned from a hunting trip near Gillarney, Ont. They bagged four bucks and a doe.

Alfred Guay, Los Angeles general agent of Ohio State Life, is leading all agents of the company in the campaign which the field force is putting on in honor of President Claris Adams. He has written \$368,000 of insurance in the last two months. Long one of the company's leaders, Mr. Guay is now breaking his own records.

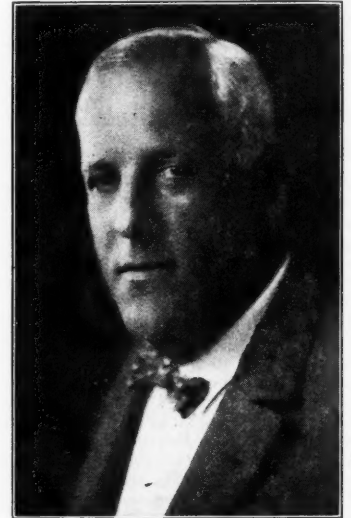
Clarence H. Berson, Jr., assistant secretary of National Life & Accident, was married to Miss Frances B. Keith. Edwin W. Craig, Jesse E. Wills, Nathan Craig and E. B. Stevenson, all of National L. & A., were members of the wedding party.

C. A. Craig, chairman of National Life & Accident, has been appointed on a three-man committee to direct a drive for a \$1,000,000 endowment fund for the Vanderbilt University law school.

Howard Hall, superintendent of agents of Woodmen Accident and Woodmen Central Life of Lincoln, Neb., and Eugenia Nell Burnett of the accounting department of those companies were married at Trinity Methodist Church at Lincoln. They went to California on their wedding trip.

Erwin S. Maurer, superintendent of Prudential's Omaha 2 district, has completed 25 years with the company. He started at Milwaukee and was transferred to take charge of the Omaha district in 1932.

ent prize winners. He was a past president of the Northwestern Mutual General Agents Association and the Northwestern Mutual Association of Agents and had spoken on many occasions before the Northwestern Mutual agents



RALPH M. HAMBURGER

and at local, state and National association meetings.

President M. J. Cleary, Vice-president Edmund Fitzgerald and Grant L. Hill, director of agencies, attended the funeral. Among the company's general agents present were W. C. Dunbar, Duluth; S. A. Erickson, Mankato; Warren Lundgren, St. Paul; M. A. Carroll, Oshkosh; Harry French, Madison, Wis., and R. H. Pickford, Cedar Rapids, Ia.

Harris G. Greene, 49, associate general agent of Penn Mutual Life at Fort Dodge, Ia., died at his home. He had been treasurer of the Webster County Red Cross chapter for 25 years.

Dr. Herbert Davis, for many years medical examiner in St. Paul for Northwestern Mutual Life, died there.

James E. Buck, veteran district agent of Milton Koch's southern and western Nebraska agency of Northwestern Mutual Life at Grand Island, died there from a heart attack. He had been in ill health for several years.

H. F. Bennyhoff, 47, district manager of Great-West Life at Decatur, Ill., died as the result of an automobile accident. Mr. Bennyhoff, a graduate of the University of Illinois, joined Great-West Life in 1925 and after being supervisor at Peoria was appointed district manager at Decatur in 1935.

Joseph B. Lusch, 46, assistant liquidator of the California insurance department since 1933, died at San Fran-

DEATHS

Veteran General Agent of N. W. Mutual Dies

Ralph M. Hamburger, general agent of Northwestern Mutual Life in Minneapolis for 26 years, died suddenly following a heart attack while at lunch. He had been in life insurance work 36 years, starting as a special agent of Northwestern Mutual in Chicago in 1908, and went to Minneapolis in 1918 to become a partner in the general agency of Kaufmann, Hamburger & Kaufmann. At the death of the senior Kaufmann in 1924, the agency became Hamburger & Kaufmann and Mr. Hamburger was made sole general agent in 1931.

The Hamburger general agency has long been one of Northwestern Mutual's leaders. Mr. Hamburger inducted many topnotch producers into the business and his agents have been consist-

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cisco following a heart attack. Previous to his connection with the department he was with Union Indemnity when that company went into receivership.

J. Claude Keiper, 75, a director of Acacia Mutual Life and since 1929 a member of the executive committee, died in Washington, D. C., after a prolonged illness. Born in Pennsylvania, he went to Washington 54 years ago. He was connected with the army adjutant general's office during the Spanish war and the first world war. He was prominently identified with Masonry and had been since 1921 secretary-treasurer of the George Washington Masonic National Memorial Association. He was grand secretary of the grand lodge of Masons and grand chapter Royal Arch Masons; grand recorder of grand commandery Knights Templar; grand United States sovereign of the Red Cross of Constantine.

Ernest F. Stauff, 65, assistant manager of Prudential in Jackson, Mich., 1928-1938, died there. He was with the Lansing office from 1938 until his retirement in 1942, returning to Jackson at that time.

CHANGES

Marquis Takes Field Post with Morgan Jones & Co.

Don L. Marquis, assistant superintendent of agents of Central Life of Illinois, who also for three years has been agency director of the associated Plain Dealers Mutual Casualty of Chicago, is resigning as of Jan. 1 to go with Morgan Jones & Co. of Elgin, Ill., as field superintendent. He will establish several branch offices and develop a sales plant. Morgan Jones has been selling by mail and radio, mainly accident and health and hospitalization coverage. It is the plan to issue new contracts in Federal Life & Casualty of Detroit and possibly other companies.

Simpkins Moved to Chicago

Dale A. Simpkins, agency organizer of New York Life at Rockford, Ill., has been transferred to Chicago in the same capacity in the northern Illinois branch, of which W. E. North is agency director. He started with New York Life at Milwaukee in 1939 and has had fine success at Rockford, being 10th among agency organizers in the country this year. The northern Illinois branch has exceeded its top allotment by 15% and it is expected will pay for about \$4,000,000 this year.

Erdmier Named at Freeport

American Mutual Life has appointed Grover H. Erdmier general agent at Freeport, Ill. He has been a resident of Freeport for 20 years and for 14 years has operated a general insurance agency there.

IN U. S. WAR SERVICE

Comm. Danforth M. Baker, Jr., who has been in the southwest Pacific for two years and now in command of a fleet of L.S.T. boats, has been awarded the Legion of Merit. He is a son of the late Danforth M. Baker, former vice-president Pacific Mutual Life, and formerly was with that company.

Clyde H. Fuller, a leading producer in the Stamm agency of Northwestern Mutual Life in Milwaukee before entering service, has been promoted to lieutenant colonel. He has been with the 9th tactical air command fighter group in Belgium.

Capt. William J. Williams, who in private life is a vice-president of Western & Southern Life, was recently injured in an accident at an advanced air base and underwent an operation at a base hospital. He is now on the

road to recovery. He is a member of a bomber group with the army air force.

MANAGERS

Steger Heads St. Paul Managers

The St. Paul Managers & General Agents Association has elected these officers: President, John J. Steger, Massachusetts Mutual; vice presidents, John P. Lynch, John Hancock, and L. P. Asbury, Aetna Life; secretary-treasurer, Joseph Swearingen, John Hancock.

Recruiting San Francisco Topic

"Recruiting" will be the topic of the San Francisco General Agents & Managers Association Nov. 27. E. E. Keller, Reliance Life, is chairman, with H. Kenneth Cassidy, Pacific Mutual, and V. Webner Wiedemann, Equitable of Iowa, as speakers.

Propose Oregon Round Table

Directors of the Oregon Life Managers Association have recommended that the association sponsor the organization of the Oregon Quarter Million Dollar Round Table, qualification for which will be the calendar year of 1944. The directors have set up qualifications for membership.

The Managers Association will hold its annual Christmas party, Dec. 18, at Portland. W. K. Hood is president.

Life Insurance Education Topic

George E. Roudebush, superintendent of schools of Columbus, will speak before the Columbus Life Managers & General Agents, Nov. 28 on "How Can Our American Children Be Better Educated as to the Value of Life Insurance." Superintendents and principals of schools in Columbus and its suburbs have been invited.

Nick Barack, Columbus recreation director, was the speaker at the luncheon meeting of the Columbus Life Agency Cashiers Association.

SALES MEETS

John Hancock Indiana Parley

The annual meeting of Indiana agents of John Hancock in Indianapolis celebrated the 20th anniversary of Glenn Fateley, cashier, Indianapolis, and the 10th anniversary of Clarence K. James, unit manager. Henry S. Stout, Dayton, president of the John Hancock General Agents Association, spoke at a dinner meeting.

Am. National Minn. Rally

MINNEAPOLIS—Agents of American National in the Minneapolis area were entertained at luncheon by State Manager R. W. Schweiger, with Ernest Gutterson, superintendent of agents, as guest of honor and main speaker. He emphasized the asset value to the company of a consistent producer. He likewise stressed the importance of weekly production in presenting watches to William Rosenberg and John Donlin, both of Minneapolis, who had completed 208 weeks of consecutive weekly production. Mr. Gutterson also explained the use of the new social security sales presentation which is being released to agents by the company now.

Attorneys General Weigh Issue

OMAHA—W. C. Green, assistant attorney general of Minnesota, called upon the National Association of Attorneys General at the convention here to endorse the insurance commissioners program of federal legislation. He gave an address, reviewing the history of the litigation and the deliberations of the state insurance officials.



That's the Keystone . . .

Because no two businesses are wholly alike, the keystone of every Guardian Pension Plan is: "FIT THE PLAN TO THE BUSINESS."

In drafting pension proposals for your client or prospect, this means:

The assistance of Guardian's skilled Home Office pension specialists in the solution of pension problems.

Individually tailored pension plans built to meet the specific needs of each particular business organization.

A wide range of life insurance and annuity contracts—created exclusively for pension use.

By centering responsibility for the development of sound pension proposals upon the Home Office staff, the underwriter is free to continue his normal production and servicing of individual insurance.

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

Home Office: New York City
A Mutual Company Established 1860
GUARDIAN OF AMERICAN FAMILIES FOR 84 YEARS



EXTRA

CAL-WESTERN'S New Agent's Contract PROVIDES:

- **E-x-t-r-a**—life-time renewals with higher margins in second and third critical years.
- **E-x-t-r-a**—higher commissions in first year.
- **E-x-t-r-a**—agent's retirement plan in addition to life-time renewals.
- **E-x-t-r-a**—cash bonuses for App-A-Week, Ten-A-Month, and Leading Producers' Club memberships.
- **E-x-t-r-a**—free group life insurance.
- **E-x-t-r-a**—group sickness, accident and hospitalization on a contributory plan.

For the "E-x-t-r-a" in contract advantages it's

**CALIFORNIA-WESTERN
STATES LIFE
INSURANCE COMPANY**
Home Office: Sacramento

NEWS OF LIFE ASSOCIATIONS

Color in Selling Makes Job Interesting for Agent

NEW YORK—Even if selling life insurance in a colorful fashion doesn't have any added effect on the prospect, at least it makes the job interesting to the agent and takes the drudgery out of making a living. Newell C. Day, Davenport, Ia., general agent of Equitable Life of Iowa, told the New York City Life Underwriters Association.



N. C. Day

The meeting was well attended and was the first to be held in the latter part of the afternoon, this time having been chosen as the most satisfactory as the result of a questionnaire. The program started promptly at 3:45 and ended several minutes in advance of the advertised quitting time, 4:45. Besides introducing Mr. Day, President G. P. Shoemaker, general agent of Provident Mutual, introduced H. N. Kuesel, manager of Phoenix Mutual Life, chief editor of the association's organ, the "Bulletin," and other members of the "Bulletin" staff.

Mr. Day presented specific sales ideas which have worked for men in his agency. He claimed no novelty for them and said they were not original but they did sell life insurance.

New Men in Business Give Sales Tips in Dallas

DALLAS—Sales tips from Edgar J. Myers, Fort Worth, Southwestern Life, and H. R. Grobe, Houston, Great Southern Life, both comparatively new in life insurance but already veterans in production leadership were given to life underwriters of the Dallas Association of Life Underwriters. The program was presented by the Leaders Round Table of Texas and John Arden, Waxahachie, Southwestern Life, Leaders Round Table chairman, was master of ceremonies.

Mr. Myers, an advertising executive for some 15 years before entering life insurance, told the life men they are advertising every minute of the day, whether they know it or like it, by the way they dress, stand, conduct themselves and the like. He said he is making effective use of advertising gadgets such as pencils and matches, which he described as good ice-breakers.

Flowers to Parents of Babies

He told of his practice of sending baskets of flowers to friends following the arrival of babies. Although he has not once made a life insurance solicitation after sending the flowers, he said, he has not failed yet to receive a call from the recipient of the flowers for the purchase of life insurance. He emphasized that, regardless of how much advertising the agent does, he still must get out and make the sale.

Mr. Grobe, a former sports writer, said that he was used to making predictions and he forecast a great year for life insurance in 1945, when there will be as much money in circulation as now or maybe more.

"The public is more sold than ever on life insurance, and the war has done more than anything else since social security to advertise life insurance," he said. "The end of the war will bring about a great many changes, but most of them will be favorable to life insurance."

He declared that a good time to get new business is when a death claim is paid.

Younger Men Hold Key to Future, Palmer Says

DETROIT—The nation's hope for the solution of post-war problems lies in the aggressive and constructive thinking of the younger business executives, H. B. Palmer, general agent of Mutual Benefit Life in Flint and immediate past president U. S. Junior Chamber of Commerce, declared in an address on "Aggressive Optimism" before the Detroit Life Underwriters Association. He said there has been too much talking and too little action by the older men. He urged insurance men to get together to solve their own problems rather than leaving them to Washington or to their companies.

He listed as the seven principal attributes of success in life insurance, or in any other business: Imagination, the ability to get along with others, a sense of humor, public speaking ability, ruling one's life by reason rather than by feelings, the ability to do small things well and the realization that success is not a destination but a continuous journey. Young men are more likely to have most or all of these attributes than are the older men, he said, hence the premise that the hope for the post-war future lies in the constructive thinking and aggressive action of younger men.

A. P. Johnson, manager Great-West Life and president of the Associated Life General Agents & Managers, which sponsored the program, and W. M. Milligan, program chairman of the managers' association, were introduced. President L. L. Mackey, Home Life, appealed for more volunteers for the war loan drive.

Panel Discussion on Sales Process Staged in Boston

BOSTON—Five members of the Boston Life Underwriters Association conducted a panel discussion, with 100 in attendance, at which time various vital processes of the business were brought out. The session was prepared by Manager Norman W. Rowley of Penn Mutual, with Howard Lilly of John Hancock presiding.

M. Eleanor Jackson, Union Central Life, discussed "Professional Aspects of Life Underwriting." She advised salesmen not to pretend to know all there is to the business but to assume a professional air and feel free to call in experts on any angle where they are needed. Richard J. Munroe, Prudential, speaking on "Find Yourself," urged a realization that life men are engaged in a business which is the dominating stabilizing force in the American family and are selling something professional that has a universal appeal, makes friends for them and provides a livelihood.

Edward R. Gargiulo, Metropolitan, spoke on "Planning Work and Responsibility for Policyholders." He gets the greatest satisfaction out of serving the weekly premium class as those in the lower brackets have a greater need for insurance than those in the bigger income class. To him every man is a prospect and continues to be a prospect until he proves himself otherwise. Joseph Sosna, Metropolitan, illustrated "Approach" by telephone, by mail or personal appearance of the agent. He allows the prospect to sell himself by outlining his personal needs, then presents a program to cover them as far as practical. A man is worth as much to his family as his expectancy multiplied by his annual wages, or again he might be sold on a policy to keep his house rent paid for the remainder of the life of his family, or to pay off a mortgage.

Henry M. Stone, Columbian National Life, covered "Estate Analysis," which he said is largely like programming, except the estate planning covers all a

RAINBOW'S END

On March 20, 1928, the Bankers Life Company of Des Moines issued a \$2,000 policy to a 48-year-old laborer, married, with one young child.

In October, 1937, the insured left home, instructing his wife to look after his insurance; which she did. She heard from him, off and on, for two years, after which her letters to him were returned, unclaimed. In April, 1942, she wrote him in regard to their son graduating from High School. This letter, too, was returned, unclaimed.

In April, 1944, the wife wrote the Bankers Life Company asking for help in locating her husband. The Bankers Life immediately went to work and having traced the various moves of the policyholder learned that a man of corresponding name had died in a West Coast Hospital June 16, 1942.

Comparison of the signature of the dead man on the register of the hotel, in which he had lived for three years, with the signature on the application for the Bankers Life insurance, and identification of photographs of the policyholder by the hotel proprietor, completed the Death Claim.

On August 30, 1944, the Bankers Life Company paid the widow the full sum of the policy, minus a loan made some years before.

"I will take care and use the money to the best advantage possible," wrote the widow. "I want to thank you for helping me locate my husband, even though he had already passed on. I had never let anything else enter my mind but what we should find him alive some day."

"God moves in a mysterious way
His wonders to perform;
He plants his footsteps in the sea
And rides upon the storm."

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BANKERS Life
the Double Duty Dollar Company
DES MOINES

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man possessed. It is a matter of buying an estate now and paying for it on the installment plan. The whole story can be summed up in: "How much have you? How far will it go? How far have you to go?"

Andrews, Hobbs in Minnesota

MINNEAPOLIS—President W. H. Andrews, Jr., and Secretary P. B. Hobbs of the National Association of Life Underwriters put in a very busy three days in Minnesota, attending a meeting at Duluth for agents in the northern part of the state, followed by an all-day session in Minneapolis, during which they addressed a joint luncheon of the St. Paul and Minneapolis associations, and then went into an afternoon huddle with state officers and committeemen. In the evening President B. H. Odell of the Minnesota Association and H. P. Skoglund, president of North American Life & Casualty, were hosts at a cocktail party and dinner.

Owen Addresses Tenn. Assns.

"There is no longer any room for isolationism and nations must cooperate after the war to preserve the peace," Ernest W. Owen, former Detroit manager of Sun Life of Canada and now British vice-consul in Detroit, said in addressing the Chattanooga, Nashville and Knoxville Associations of Life Underwriters. He gave his "Thirteen Keys to Success" address.

Terre Haute, Ind.—E. R. Blackwood, manager Metropolitan Life in Indianapolis, spoke. He stressed greater attendance and support of association activities.

Rock County, Wis.—Luther Mills, Equitable Society, Janesville, member of the Half-Million Dollar Club, spoke at a luncheon meeting in Beloit. H. W. Pettengill, New York Life, association president, reported on the conference of the Wisconsin association and local association officers with N.A.L.U. officials.

Evansville, Ind.—Life agents will be the chief service officers for 11,000,000 men and women who own National Service Life Insurance when they return to civil life, W. H. Andrews, Jr., N.A.L.U. president, said.

"They'll need help in converting their policies from term to permanent forms," Mr. Andrews said. "They'll need to have present life insurance coordinated with social security and National Service Life Insurance."

This service has been pledged by the N.A.L.U. as an aid to the government and is a service without profit.

Oklahoma City—H. G. Kenagy, superintendent of agencies of Mutual Benefit Life, spoke on "Let's Have Fun", emphasizing the advantage of viewing life insurance as a source of pleasure rather than a business.

Wichita—H. G. Kenagy, superintendent of agencies of Mutual Benefit Life, was guest speaker. His appearance was arranged by his brother, Ernest C. Kenagy, Kansas manager of the company at Wichita. H. G. Kenagy started his business career in Wichita before going with the Sales Research Bureau in 1927, later joining Mutual Benefit in 1936.

Coffeyville, Kan.—Miss Ann Pinson, manager of the Independence field office of the Social Security Board, spoke on "Federal Old Age and Survivors Insurance."

AGENCY NEWS

Honor Utley in Los Angeles

Roy Utley, Los Angeles general agent of Beneficial Life, and Mrs. Utley were honor guests at a congratulatory dinner tendered them by the company in recognition of Mr. Utley's having qualified for membership in its Multi-millionaire Club. He is the fifth member of the field force to qualify for this top honor club.

Clyde J. Summerhays, superintendent of agencies, was master of ceremonies at the dinner. George J. Cannon, executive vice-president, presented both Mr. and Mrs. Utley gold watches, bearing the emblem of the company. Eu-

gene P. Watkins, assistant secretary, conveyed congratulations from the company.

R. C. Bouchard Feted

Roderick C. Bouchard, formerly supervisor in the Newark agency of Home Life, was tendered a luncheon by his former associates there in recognition of his promotion to assistant manager of the sales planning division at the home office. He was presented a tie and cuff link set by General Agent Lester Horton on behalf of his former associates.

CHICAGO

LUNCHEON FOR BRAMHALL

C. F. Collins, agency secretary of New England Mutual, is now returning to the home office after being located in Chicago for three months looking after the Julius H. Meyer agency following the death of Mr. Meyer. He is making an agency visit to Minneapolis and St. Paul before returning to Boston. Prior to leaving Chicago Mr. Collins was host at a luncheon to the members of the Meyer agency welcoming William M. Bramhall, who has become manager of that office.

GREGSAMER ESTABLISHES RECORD

J. C. Gregsamer, agent in the Freeman J. Wood Agency of Lincoln National Life in Chicago, has paid for more than \$1 million of life insurance in his first contract year. He is the only man in the company's history to establish such a record. His total was 111 cases for \$1,010,311, with an average policy of \$9,296. His largest volume of business and largest number of cases were written in the age group 31-40, and 90% of his first-year volume was written on strangers.

Mr. Gregsamer joined the agency in the fall of 1943, and in his second month was second countrywide in Lincoln National in paid production. For the first nine months this year he was leading agent. He has qualified for the top honor clubs.

RECORDS

United States Life—New paid-for business for the first 10 months is 26% ahead of the same period last year.

Jefferson National Life—October production in honor of President E. Kirk McKinney, was the greatest of any President's Month in the history of the company and was 25% greater than a year ago.

General American Life—President's Month in October, honoring President Walter W. Head, resulted in a new all-time production total of \$7,161,351 as against \$5,613,870 for October, 1943. It was the best month in the company's history, department officials have revealed.

David R. Hoover, Detroit general agent, was October leader in paid life premiums. The leader for 10 months is Dennis G. Colwell, Dallas general agent.

American Mutual Life—The first quarter of the All-American football contest chalked up substantial gains in paid production. October new paid business was 44.4% over the same month last year. Paid production to Nov. 1 was 24% ahead of last year.

Berkshire Life—Business in force reached \$250 million Nov. 1, an increase of nearly \$12 million in 10 months.

Warning on Reservations

Promptness in making reservations for the Dec. 4 luncheon of the National Association of Insurance Commissioners at Hotel Commodore, New York, is urged by A. N. Butler, vice-president Corroon & Reynolds, chairman of arrangements. Reservations should be made with Mr. Butler at 92 William street, New York 7.

NEWS ABOUT LIFE POLICIES

State Mutual Gets Out Special Pension Contract

To meet conditions in the pension trust field where an employer wishes the trustee to cover the insurance benefits by means of insurance company contracts and to accumulate the balance of the contributions in an auxiliary trust fund to be applied towards the annuity shortly before retirement, State Mutual Life has brought out a new policy known as a life rate pension special.

The contract matures at age 65 and pays an income of \$10 monthly for 10 years certain and continuous for each \$1,000 of face amount.

The death benefit is \$1,000 for each \$10 of monthly income in all but the final year when it is the maturing value.

This contract calls for a whole life premium at the age at issue for all the

years prior to maturity except the final year and a higher premium in the final year.

A number of attractive features are included in the policy, which is available only in pension plans and cannot be issued individually.

It is felt that this new contract is an adequate answer to those employers who desire to separate retirement and protection in the consideration of their pension plans.

Maryland Life Options Revised

Settlement option provisions under the recent policy contract by Maryland Life reflect the trend of lower interest earnings and conservative policy. Option 1 is cash; (2), proceeds left at a guaranteed interest rate of 2%; (3), fixed period income (1-30 years), 2½%; (4), a fixed income until proceeds are exhausted, 2%; (5), a monthly life income guaranteed for 10 or 20 years, 2½%; or any settlement mutually agreed upon. The same options apply to cash value

As WE See It!

Business is often a complex thing . . . yours and ours alike. But way down deep we like to think we still value the time-worn things.

And one of the things we value most is plain, old-fashioned loyalty. For to us, it seems, you get what you give . . . that the fibres run both up and down.

Our Home Office and Field are bound by that link which Kipling so aptly once phrased:

"For the one will do what the other requires
As soon as the need is shown;
And hand in hand they can make a stand
Which neither could make alone!"

For 97 years we're happy to say that's been Union Mutual custom!



UNION MUTUAL
LIFE INSURANCE COMPANY

Portland **MAINE** Home Office

Rolland E. Irish, President

LIFE ACCIDENT HEALTH GROUP

after 10 years or after 60th birthday of insured. The rate of interest guaranteed on dividend accumulations is set at 2%.

Single Premium Rates Increased by Pilot Life

Single premium rates of Pilot Life are to be increased Dec. 1. The additional cost varies with age at issue but is approximately \$50 per \$1,000. Single premium 10 year endowment no longer will be available. The 20 year endowment is the shortest term that will be written. The new rates are:

20 Year			20 Year		
Age	Life	End.	Age	Life	End.
10...	\$334.63	\$668.85	40...	\$528.33	\$685.70
15...	355.76	669.66	41...	538.20	687.57
20...	380.58	670.78	42...	548.32	689.67
25...	409.61	672.41	43...	558.70	692.00
26...	415.98	672.82	44...	569.37	694.61
27...	422.54	673.27	45...	580.27	697.50
28...	429.32	673.75	46...	591.45	700.71
29...	436.30	674.28	47...	602.86	704.24
30...	443.49	674.87	48...	614.53	708.12
31...	450.90	675.51	49...	626.41	712.39
32...	458.54	676.21	50...	638.50	717.05
33...	466.42	677.01	51...	650.77	722.11
34...	474.52	677.88	52...	663.22	727.59
35...	482.86	678.85	53...	675.82	733.50
36...	491.46	679.94	54...	688.55	739.88
37...	500.30	681.15	55...	701.41	746.71
38...	509.39	682.50	56...	714.43	753.90
39...	518.73	684.01	57...	727.61	761.45
			58...	741.05	769.37
			59...	754.75	777.67
			60...	768.73	786.37
			61...	783.00	795.47
			62...	797.57	804.97
			63...	812.45	814.87
			64...	827.63	825.17
			65...	843.11	835.87

Colonial in Group Field

Colonial Life now has made group life insurance available. W. C. Brown,

assistant actuary, in the announcement to agents explained some of the characteristics of this type of insurance such as it being yearly renewable term with the employer paying a part of the premium, although he may pay all of it; with the employee contributing not more than 60 cents per month per \$1,000 for any standard group, and also that the group ordinarily must consist of employees of a single employer and at least 50 lives must be covered. He said certain other types of groups are permitted in some states.

New England Mutual Life Continues Dividend Scale

New England Mutual Life has voted \$10,200,000 for distribution as dividends during 1945. This compares with \$9,350,000 voted last year and will continue the dividend distribution in 1945 on the same scale as paid in 1941, 1942, 1943 and 1944. Interest at the rate of 3 1/4% will be continued during 1945 on dividends and other funds left on deposit.

Interest Guaranty Reduced

Policies now being written by Baltimore Life guarantee 2% interest on dividend accumulations. Settlement options 1 and 2, interest income and fixed

period income, also guarantee 2% interest on present policies.

ACCIDENT

Substandard A. & H. Pool Proposal Held Impractical

The proposed establishment of a pool to handle substandard risks in the accident and health field would not be practical, the special risks committee of the Health & Accident Underwriters Conference, headed by A. D. Anderson, Occidental Life, reported at a meeting in Chicago last week. Neither could the companies look to reinsurance facilities as a solution to the problem, the committee said. Its report was based on replies to a questionnaire sent to member companies. The committee felt, rather than the writing company should issue a standard policy providing minimum coverage. It was further recommended that the committee be empowered to prepare and compile a manual of operation to guide the member companies in underwriting this class of business.

Definition of "Substandard"

Chairman Anderson emphasized that substandard protection should be offered as a service to the public and not on a competitive basis. It was the feeling of the committee that in this study the "substandard risk" is the risk who would ordinarily be declined, and not the risk who would qualify for a regular policy ridered to eliminate coverage in connection with some recognized impairment.

This report was one of the features of a two-day session at which five special committees appointed early this year by President H. P. Skoglund to investigate specific fields and problems of immediate importance submitted reports.

Other committees which presented reports at this conference were: Medical, headed by H. E. Curry, Farm Bureau Mutual Automobile; hospital, I. A. Weaver, Hoosier Casualty; franchise, S. S. Yaudes, Time, and aviation, James E. Powell, Provident Life & Accident.

The medical insurance committee indicated that in its opinion it is too early to make any final conclusions or recommendations. Mr. Curry emphasized that a complete understanding between the carriers, the medical profession and insured is essential if abuses are to be avoided. In conclusion he said: "Private insurance carriers have unlimited opportunity to write medical insurance. The coverage must be broadened and the field should be entered aggressively with a uniform program as soon as practicable."

The hospital insurance committee recommended that present coverage

provided by hospital policies should be liberalized and broadened. The chairman reported on the progress in the collection of hospital insurance data.

In a general discussion of the report of the franchise committee it was brought out that there is some confusion in the industry itself regarding the definition and scope of franchise insurance, and that there are overlapping activities under the various headings of employer - group, association - group, "true group" insurance and other related fields of operation. The committee was asked to prepare a descriptive list of these varied coverages and plans, with a definition of each.

Pinch-hitting for Chairman Powell of the aviation committee, who was unable to attend, Bill Howland of the conference headquarters staff presented a comprehensive report containing valuable statistical material.

Final hour of the session was devoted to an open forum discussion of various problems facing the accident and health business, conducted by Harold R. Gordon, managing director.

Steps in A. & H. Sale Presented at K. C. Sales Congress

KANSAS CITY—More than 75 attended the sales congress of the Kansas City Association of Accident & Health Underwriters. John E. Miller, Columbian National Life, president of the association, opened the congress and turned the meeting over to Robert J. Costigan, Missouri manager for Business Men's Assurance and vice-president of the National association, who was congress chairman.

Claude V. Cochran, manager of General American Life, said there are two steps necessary to do a thorough job of prospecting. The first, "inside prospecting," consists of studying the market in the agent's territory and analyzing policyholder's records for new sales possibilities, age changes and potential sales in old prospect cards. The second, "outside prospecting," deals with qualifying prospects, calling on centers of influence, pyramidizing prospects through the endless chain method and then following through on professions, businesses, and other prospect groups with a properly prepared presentation.

Cary Discusses Approach

The approach was discussed by Marvin R. Cary, associate general agent of Pacific Mutual Life. He emphasized the need of building prestige with the client by mentioning mutual friends or selecting common interests. He closed by presenting an actual sales approach he has used successfully.

The presentation was handled by Charles P. Gish, assistant general agent

United Life and Accident Insurance Company

Concord, N. H.

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Ask the man who owns a United Life and Accident Insurance contract which contains:

1. Life Insurance
2. Double Indemnity
3. Triple Indemnity
4. Non-cancellable Accident Insurance
5. Waiver of Premium

For Details Write

WILLIAM D. HALLER
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BUSINESS MEN'S ASSURANCE COMPANY
KANSAS CITY, MISSOURI

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WANTED—MANAGER OF FIELD SERVICE INCLUDING DIRECT MAIL AND PUBLICATIONS

An immediate permanent opportunity exists for a man with knowledge of life insurance to take charge of Department with medium sized mid-western life insurance company. Experience in preparing house organ, direct mail and sales promotion material is essential. He will be required to have creative and production ability.

Supply personal information and business experience, together with capacity in present position. Reply confidential.

Write: Box A-46
The National Underwriter
175 W. Jackson Boulevard
Chicago, Illinois

Aetna Life, who used Mr. Costigan as a prospect in a demonstration.

Robert J. Barrett, manager of Occidental Life of California, said that closing is securing the signature on the dotted line, but that the process starts the moment the agent appears before his prospect. He warned against waiting too long to try for a close. The agent should try early and often and use some means of getting the application blank and pen in full view early in the interview.

Illustrates Wrong Method

Walter Payne of the claim department of Business Men's Assurance illustrated the wrong way to approach the prospect and gave a sales presentation with Dewey Armstrong of that company acting as the prospect.

Mr. Costigan then conducted a round table discussion on answering objections. Leon Hughes, production manager of Columbian National Life at St. Louis, closed the meeting with a talk on motivation.

Mueller Talks at Dallas

At the Nov. 20 meeting of the Dallas Association of Accident & Health Underwriters E. H. Mueller, general agent at Milwaukee, and chairman of the planning committee of the National association, spoke on "Development of Personality."

Neb. Group Eyes Problems of Soldiers' Return

(CONTINUED FROM PAGE 2)

premium as well as the company share. All A. & H. policies handled on the premium deduction plan are continued and the companies pay the entire cost. A year ago hospital coverage was extended to wives and children of service men.

Free publications are sent to the service men, there have been company gifts at Christmas and this year the employees also sent gifts.

In making replacements the fact was always kept in mind that the men might be returning. Most of the replacements have been female and about 50% of them are duration employees. The potentialities of those that are not duration employees are studied to determine what assignment they might be given in the post war period. The management feels that its normal turnover plus increase of business will enable them to take care of the returning service men easily. Also return to a shorter work week and resumption of departmental functions that have been suspended during the war will help.

The company is completing an analysis in writing of the future potentialities of each service person containing data as to education, experience in the office, traits of character and work, record of additional training in service and recommendation for a post-war assignment. A questionnaire has been sent to service men asking for their post war plans, inviting them to return and to have a voice in the selection of their assignment.

PS Ruling on Retroactive Feature Is Revised

(CONTINUED FROM PAGE 2)

tified copy of the amendment on which a ruling is sought.

Non-profit organizations for educa-

tional, scientific, religious and charitable purposes exempt from taxation under section 101(6) need not apply to the internal revenue bureau for a ruling on a plan under which annuity contracts are purchased for its employees, PS decision 43 holds.

However, the ruling provides that if an employees' trust is established by such an organization and exemption from tax is sought therefor the requirements of section 165(A) must be met. PS 43 says:

Advice is requested whether plans relating to employees' trusts established by organizations exempt from taxation under section 101(6) of the internal revenue code, as amended, must meet the requirements of section 165(a) of the code, in order to obtain an exempt status for the employees' trust.

Section 165(a) is not applicable to a case in which merely an annuity contract of such an organization is involved since the employer has no need for a deduction with respect to contributions and, under the provisions of section 22(b)(2) (b) of the code and section 29.22(b)(2)—5 of regulations 111, the employees are not concerned with the immediate taxability of the contributions. In the latter connection, see also I.T.2874, C B XIV-1, page 49.

However, in those cases in which organizations exempt under section 101(6) establish trusts in connection with plans created for the benefit of their employees, the question arises as to the taxability of such trusts on their earnings or income through investment. The exemption of the grantor organization under section 101(6) does not extend to a separate trust established by it for the benefit of its employees. Thus, where exemption of the trust income is sought the requirements of section 165(a) of the code must be met. See PS No. 17 with respect to the information required to be submitted with such applications.

O'Mahoney Refrains from Drawing Own Bill

WASHINGTON—In response to questions concerning reports that he had been drafting insurance legislation, Senator O'Mahoney wrote from his home in Cheyenne, Wyo.:

"I have refrained . . . from drawing a bill myself because I should like to, above all things, have the insurance industry itself tackle the problem. I haven't a doubt in the world that the insurance men of the United States can propose a measure which will not open the door to monopoly, which will preserve full opportunity for 'private enterprise' in insurance and which will maintain state jurisdiction."

The Senator stated that some time ago his "attention was called to a bill drafted by Commissioner Garrison of California. 'It seemed to me,' he added, 'to represent a proper approach to the problem and with some modifications, I indicated that it would offer a basis for a constructive solution of the problem. I so stated to Messrs. Lincoln and McLain.' (President L. A. Lincoln of Metropolitan Life and President James A. McLain of Guardian Life.)

Employs Part-timers But Favors Their Elimination

Although in the past, companies operating in rural areas have been hostile to efforts to eliminate part-time agents, one company executive who does an extensive rural business and who employs a number of part-time agents feels that the elimination of such men would be a constructive move. Although it would require some adjustments in his organization, he feels that it would eventually result in a stronger organization. The part-time practice has prevailed because it was an easy way for both the company and agent to operate. Even where

company executives are convinced of the disadvantage of a part-time organization and are working towards a full-time force, just because there is no pressure progress is slow, despite intentions.

The resolution of the National Association of Life Underwriters passed in Detroit regarding part-timers was considered by some to be a false step and it appeared for a while that the question might be soft-pedaled but in a talk to the Missouri association reported last week Herbert A. Hedges, immediate past N. A. L. U. president, took a positive stand against part-timers.

Central Cal. Agency Moves

The central California agency of Minnesota Mutual Life, Earle V. Parker, agency manager, is moving its offices Dec. 1 from Bakersfield to 338 Brix building, Fresno. This move is part of an expansion program.

Myrick Boston Speaker

The life insurance industry must help its own policyholders in the post-war period, and must assist returning servicemen "to see that all life insurance—social security, government life insurance and private life insurance—is properly integrated into a program which will protect the social and economic re-

quirements of the family, the business and the individual," Julian S. Myrick, second vice-president of Mutual Life, declared in addressing a meeting of the General Agents & Life Managers Association of Boston.

Dr. Dingman in the East

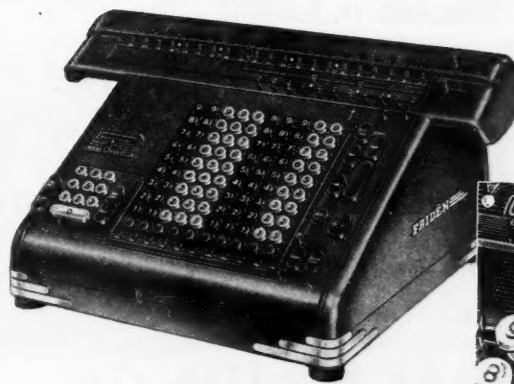
Dr. H. W. Dingman of Chicago, vice-president and medical director of Continental Assurance, has been in New York getting in touch with the various people connected with the company in that section inasmuch as it has been licensed in New York. The company will operate largely on the general agency basis in New York state. It has a branch office in New York City.

L. A. A. Convention Reviewed

Keystone Advertisers, the Philadelphia members of the Life Advertisers Association, who hold a luncheon meeting each month, discussed the program of the recent annual conference of the association. Sumner Davis, Provident Mutual; Evelyn Schuler, Penn Mutual; Elizabeth Roulston, Presbyterian Ministers Fund, and Mary Barber, Penn Mutual, each reported on one session of the convention.

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for Confidence in the Future

MONUMENTAL LIFE INSURANCE COMPANY
Home Office—Baltimore, Md.

NEWS OF THE COMPANIES

King Is Named as Field Supervisor

Berkshire Life has appointed Lt. Com. J. D. King, who recently was assigned to inactive duty by the navy, as field supervisor for the agency department. After Jan. 15 he will be located in Chicago and will supervise nine western agencies.

Lt. Com. King was general agent for Berkshire in Baltimore from 1934 until called to active duty with the navy in 1942. He has had several important assignments and stations, having been liaison officer for the navy department of procurement and materials, commanding officer of patrol ships, operations officer SCTC, chief instructor,

commanding officer navy-Ford school, and administrative-executive officer at U. S. naval training center.

He was a commissioned officer in the navy in the first world war and served on the "Houston" overseas. He entered life insurance in 1927 and served as agent, supervisor and agency director of a large eastern company until he became general agent of Berkshire.

Bruce Batho to Atlanta Post

Bruce Batho, who has been actuary of Country Life 2½ years, is joining Industrial Life & Health of Atlanta as associate actuary. At the outset he expects to devote most of his attention to

helping set up the ordinary department of that company.

Mr. Batho started in the business with Franklin Life, where he remained 12 years. He then served six years as assistant actuary of the Illinois department before going with Country Life. A native of Winnipeg, he graduated in the mathematical course at the University of Manitoba. He is an associate of the American Institute of Actuaries. A brother, Elgin Batho, is assistant actuary of Equitable Life of Waterloo, Can.

Heezen Country Life Actuary

Dirk Heezen has resigned as actuary of National Guardian Life of Madison, Wis., to become actuary of Country Life of Chicago, succeeding Bruce Batho, who has taken an actuarial position in Atlanta. A successor to Mr. Heezen has not been appointed at National Guardian. He was in Chicago this week for a few days and will assume his Country Life duties Dec. 15.

Mr. Heezen, a native of South Dakota and a graduate in mathematics at Grinnell College, started with the Indianapolis actuarial firm of Haight, Davis & Haight. For a time he was connected with a company then being formed at Meridian, Miss. He joined National Guardian 12 years ago, was advanced to assistant actuary in 1934 and to actuary in 1938. He is an associate of the Life Office Management Association.

Pension Expert Joins Penn Mutual Life

Aaron M. Royal of Travelers' Philadelphia branch has been appointed to Penn Mutual Life's home office agency department staff and will be associated with William J. Probst, assistant to the vice-president.

Mr. Royal has a wide background in taxes, business insurance, and pension trusts. He graduated from Yale University in 1924 and has been with Travelers in both the home office and the field since that time. Since 1929 he has handled mathematical problems in Philadelphia, operating in the greater Philadelphia territory from Wilmington to Reading. He also served as consultant on taxes, business insurance and pensions, furnishing sales material and going actively into the field on special sales.

Davis Faulkner, vice-president and agency director of Seaboard Life, Houston, Tex., has returned to civilian duties following military service.

Plans for Building Associations

(CONTINUED FROM PAGE 1)

this regard. Corlet Wilson, Travelers, Rockford, suggested that the books be placed in doctors' offices so waiting patients can use them.

K. D. Zipprodt, Metropolitan, told how the Decatur association had made arrangements with the local newspaper to buy additional space beneath the advertisements of the Life Insurance Companies of America, in which names of association members are listed. The idea created considerable interest.

Associations can secure publicity if they provide material with reader interest, Mr. Andrews pointed out. Projects for aiding service men and the public make good copy. Joy M. Luidens, Chicago, said it is advisable to prepare publicity before a meeting and to treat all papers alike. As newspapers are short of manpower, it is well for the publicity chairman to call at the newspaper office and talk to the reporters, Mr. Andrews pointed out.

The value of state sales congresses

held in several cities such as the plans used in Texas and North Carolina was stressed by Mr. Andrews. By taking the association to the grass roots country, membership from smaller places can be increased. National speakers who hesitate to make a long trip for a single appearance are attracted by the multiple congresses. Mr. Moynahan endorsed the idea and explained the Illinois caravan plan.

It is important that members benefit from all three associations, national, state and local, Mr. Cox declared. He urged that meetings be held to fit the working schedule of debit men.

Both Rockford and Freeport sent out questionnaires to find what members wanted covered in the programs. Mr. Priebe reported that Rockford got a good response which helped in formulating its program.

Mr. Cox urged that programs be down to earth. "Get people to talk who can put money into the agent's pocket. Don't let members feel that they have wasted two hours of selling time," he urged. Mr. Broadbuss told of the activities of the state association's speakers' bureau. He suggested that locals get in touch with Margaret E. Becker, state executive secretary, for available speakers. Mr. Wilson suggested that associations send in candid reports on speakers so that poor ones can be eliminated.

As an agent increases his volume, he becomes less interesting as a speaker, Mr. Moynahan observed. Even if an average producer hasn't got platform appearance, he often creates more interest among members as they are concerned over "how other guys like me operate." The brass hats often unconsciously talk down to the audience. He urged that more agents be secured as speakers. "It is not what we think is good, it is what the members think which is most important. Even in an agency meeting agents would rather hear from other agents than the manager," he emphasized.

PROGRAMS

Mr. Cox stressed the importance of lining up programs in advance so that better speakers and publicity can be secured. He said Davenport, Ia., has been doing a particularly good job in this respect. Mr. Moynahan warned that "ideal" programs may get too good and be over the heads of the audience. Thomas A. Lauer, Joliet, state vice-president, seconded this. Mr. Priebe said that it is important to line up the program in advance and get it printed. Members are more willing to pay dues when they know what they will get. It also helps in securing new members. The Rockford association is sending a copy of its printed program to all agents in the county.

In the discussion on war bond sales Lester O. Schriver, Aetna Life, Peoria, state chairman, introduced Rupert Mills, Massachusetts Mutual, who told of the successful effort in Peoria. He said the payroll deduction plan is the backbone of the whole war financing program and provides a continuity between special drives.

The pay dues in December campaign is being well organized in Illinois. Mr. Broadbuss told of the series of bulletins which will be sent out. Both local associations and companies will be circulated. Locals are being asked to report both actual and potential membership as well as their financial set-up. Thorough organization is needed to reach potential members.

J. S. Smith, Massachusetts Mutual, Waukegan, urged that managers to encourage outlying agents to join local associations. This is troublesome in places like Lake county where some managers and general agents are located in Chicago while their agents live outside.

In regard to getting the cooperation of weekly premium men it was emphasized

RICHMOND

Indiana's eastern trading center needs an Alliance Life representative to serve this city of varied manufacturing activities. Write to the company for details of the opportunity.

B. T. Kamins, Agency Director

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Executive office: 750 N. MICHIGAN AVENUE
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We Have No "Middle Man" To Take A Bite Out of YOUR APPLE

If you are interested in building, through direct contract, a General Agency in your community, send for a copy of our "Field Features" and see how you can keep the apple all to yourself!

Write to—

J. DeWitt Mills, Supt. of Agents
3207 Washington Blvd., St. Louis, Mo.



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MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY
Life Insurance Company



Policy contracts
and settlement options
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3½%
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327 E. State Street

FRANCIS L. BROWN
President

Rockford, Illinois

sized that it is best not to make any distinction between ordinary and industrial although the interests of the latter group should be kept in mind.

Howard Rienhart, Prudential, Peoria membership chairman, told how his committee is making a card index of every agent in the territory so that reasons for not joining can be noted and the information can then be passed on to the next membership chairman. He said that the viewpoint of the industrial man must be recognized and pointed out that the establishment of unions has cut into membership.

Number Membership Cards

In connection with the pay dues in December drive, Mr. Cox said that all suggestion of renewing membership should be avoided and that every member should be considered a continuous member and he just pays dues. Mr. Hobbs said that several associations find it effective to number membership cards as some men take pride in being early dues payers. It was suggested that a membership list be published for the entire state outside of Chicago. In Chicago, Miss Luidens reported, the membership roster has a definite value.

To back up the dues drive, Mr. Cox said that it is important to put on a good program at the December meeting. He suggested that several members be primed ahead of time to pay their dues at the meeting to set an example for the others to follow.

C. P. Axelsson, Northwestern Mutual, Chicago, past state president, who has been active in legislative work, declared a strong, large membership is essential in legislative work.

Mr. Crane reported that he had helped form a new association of 40 at Alton and that a new group is being planned at Mattoon.

INCREASE DUES

The need for locals to increase dues so that they can have adequate financial resources was stressed by Mr. Crane. He said he was shocked by the small amount of surplus in association funds. It isn't possible to do a real association job without funds. The strongest local associations are the ones which have the courage to charge adequate dues. He feels that \$7.50 should be the minimum and that \$10 is better. Several associations, including Springfield and Peoria, are raising dues to \$10.

Life insurance is too great a business to operate associations on a penny bank-book basis, Mr. Broadus declared. The state dues are 75 cents and should be \$1. If dues are raised, associations can do more and agents can't afford to stay out. Some do not appreciate membership because it is so cheap.

Minneapolis Plan Cited

Minneapolis raised its dues and passed a resolution that those who did not pay the new rate couldn't be reinstated later without paying a new entrance fee, Mr. Andrews reported.

Mr. Cox urged the association representatives "to go back home, take a hitch in your belt and do something. Set up a budget and then get the money to meet it. You must give to get."

Mr. Crane pointed out that the national dues can't be increased without a change in by-laws and that there is a ceiling of \$2 on state dues. This can be used to show local members that the local group will be able to retain the increase.

At national headquarters the Illinois state bulletin edited by Miss Becker is considered one of the best, Mr. Hobbs said. He urged that each local send in material. He said that geographic distribution of membership is as important as numbers in legislative work. He expressed hope that Nellis Parkinson will be named insurance director when the legislature meets, pointing out that he has to be acting until his appointment can be confirmed.

Although the Illinois association has

been strong in opposing negative legislation, Mr. Hobbs urged that it also consider and back legislation to further the business. He praised the new Minnesota qualification law and approved the examination form which gives the applicant five choices for answers to questions which, he said, is superior to the old true or false plan.

Suggests Starved Rock Parley

Associations can get more money if they do more for members, Mr. Hobbs declared. Luncheons, which add to expense, aren't necessary. He suggested the possibilities of study groups in smaller associations. One argument for raising dues is to send a member to the national meetings. He suggested that Illinois managers hold a conference at Starved Rock similar to the Saratoga conference of the New York association. A \$25 registration fee is charged and the profits earmarked for the state association's legislative fund.

A stimulating session for managers and general agents was held with James R. Love, New England Mutual, Peoria, as chairman. Don Ross, merchandising manager of "Successful Farming" pointed out the opportunities in the farm market. A. R. Jaqua, associate editor Diamond Life Bulletins published by THE NATIONAL UNDERWRITER, indulged in some forecasting in his talk, "The Next Ten Years."

BANQUET

More than 125 attended the banquet at which background facts and figures concerning the National association were presented in a clever quiz session with President Andrews answering questions asked by State President Broadus. Among the facts brought out were: The N.A.L.U. has 12,000 weekly premium men among its members, 5,436 Metropolitan Life; 2,804 Prudential and 1,935 John Hancock. In answer to a query on whether the trustees' expenses were paid, Mr. Andrews said "no," as the "N.A.L.U. is a Scotch organization."

As long as the war lasts, progress on legislation providing income tax relief on life insurance premium payments along the lines of the Bridges bill will necessarily have to be slow, Mr. Hobbs pointed out in discussing federal law and legislation. He was optimistic over future prospects of such a measure, however. In seeking legislation providing for earmarking funds for payment of inheritance taxes, it isn't advisable to restrict such funds to life insurance because all people can't qualify for coverage. In reviewing the insurance is commerce decision, Mr. Hobbs commended the insurance commissioners for their "intelligent proposal" and expressed hope that Congress will pass it. He said the N.A.L.U. is thoroughly in favor of state regulation and is sympathetic to the needs of the fire and casualty business.

Joint Statement Soon

The social security survey presented at Detroit was reviewed by Mr. Hobbs. He announced that the Life Association of America, the American Life Convention and the N.A.L.U. will issue their joint statement on social security within 20 or 30 days.

Although agency departments of some companies have been advised by their counsel to withdraw from the agency practices agreement in view of the insurance is commerce decision, the N.A.L.U. is still of the opinion that it is wholesome for the business, Mr. Crane stated. In discussing the part-timer resolution passed at Detroit, Mr. Crane stressed that it was a long range program and the trustees will not rush hurriedly into the problem as there are too many aspects to consider. It is necessary to first define a "part-timer." He feels that the qualifications of an agent are more important than the amount of time he spends in the business.

It is difficult to judge at what point

Solemn Thanksgiving:

Among other things—that men of superb skill, great courage, and deep faith in God, fight our country's battles; That we live in a land that is choice above all other lands; That we are engaged in a business which says, "Orphans need not be left in want of material necessities, widows need not endure economic hardships, old people need not suffer the humiliation of dependency."

Sacred Responsibility:

To support our fighting men, to demonstrate our faith in our great country, to shelter our loved ones from financial distress.

Buy War Bonds — Buy Life Insurance
Save More — Spend Less

BENEFICIAL LIFE
INSURANCE COMPANY

HEBER J. GRANT, President

SALT LAKE CITY, UTAH



I'M BUILDING A BETTER FUTURE... WITH Q-V-S!

"With every sale I make, someone is buying a better future, through Life Insurance. Now that I'm with Capitol Life, when I arrange that better future for someone else I can say 'ME TOO'... because of our Life Time Service Fee plus the Performance Bonus.

"Furthermore... doubling my commissions the 2nd, 3rd, and 4th policy years brings me my 'better future' in the immediate future!"

"The Capitol Life's 'Q.V.S.' is a sweet proposition for the Field Underwriter."

SIGMUND LIPPMAN,
Field Underwriter, St. Louis, Mo.

Write for information on
Q-V-S Compensation... Today!

W. V. Woollen, Agency Vice-President

THE CAPITOL LIFE INSURANCE CO.

Clarence J. Daly, President
Home Office, Denver 5, Colorado

"know-all" and training come together in developing an agent, Mr. Cox pointed out in telling about the N.A.L.U.'s new \$15,000 agency training plan. The committee in charge of Clifford H. Orr is formulating a long range program, he reported.

Mr. Hobbs concluded the banquet with his left and right talk, demonstrating in a convincing manner how life insurance has taken the best from the progressive measures advocated by the left and the eternal qualities of the right, thus giving the business strength and vitality.

ROUND TABLE FORMED

F. E. Cavette, Massachusetts Mutual Life, Peoria, was named chairman of the new Illinois Round Table, with W. K. Pierce, Northwestern Mutual, Elgin, as vice-chairman, and Kenneth L. Keil, Penn Mutual, Springfield, as secretary-treasurer. Kenney E. Williamson, Massachusetts Mutual, Peoria, general agent served as temporary chairman. Although Mr. Williamson was proposed as chairman, he said that he felt that the organization should be headed by personal producers.

In order to get the organization under way it was decided to accept company qualifications and then set up more detailed rules later. So as not to detract from the records of larger producers it was decided to leave "quarter-million" out of the name, although that will be the minimum for members. It was suggested that dues be \$5 but details were left up to the officers. Those applying for membership before a date to be set later will be considered as charter members. The organization plan of the Washington Round Table was used as a guide. There are about 100 eligible prospective members in the state, it was estimated. The round table will do much to strengthen the state association as the organization meeting attracted a number of producers who do not ordinarily attend state meetings.

BIG CONGRESS

Nearly 500 attended the Peoria association's 20th annual sales congress. Progress and objectives of the N.A.L.U. were reviewed by President Andrews. He declared the N.A.L.U. is facing problems of the business with a singleness of purpose with an eye on the needs of the rank and file. Although there have been many social and economic changes and more are to be expected,

he predicted that the need for life insurance will be intensified in the post-war period. He urged agents to always keep in mind the problems met by life insurance, stressing that most people are dependent on their own human life values for income.

The era of high taxes makes life insurance a must, Mr. Andrews declared. Men earning \$10,000 a year, for example, paid \$11,000 in income taxes during the 10-year period up to 1943, while during the next 10 years they will probably pay four times that amount. The idea of saving money and living on the income is "dead as a dodo," he declared. It takes twice as much money to provide the same income under present day interest rates which makes life insurance the only source of financial salvation.

Urges Sales to Youngsters

Mr. Andrews urged the sale of insurance to 14 and 15 year olds so that they can start creating an estate at low rates because after they reach maturity these boys will not only face a period of high taxes but competition from returned service men as well.

Agents were urged to be prepared for a new change in markets after the war. Before 1929 the investor market was capitalized on, during the depression the fixed salary group, during the war technical workers provide a wide market while in the post-war period the professional and salary group will probably be the best prospects. The building field will show a sharp growth after the war "and don't forget the purchasers of new homes who will be prospects for mortgage insurance," he added. Farmers are also in a better position than ever before.

To Aid Service Men

The N.A.L.U. has pledged support in helping returned service men, Mr. Andrews said. "We will have to be the chief service institution for the returning veterans," he declared, pointing to the vast possibilities for building good will through such service.

In preparing for the post-war period, agents should be honest with themselves in determining whether recent sales gains are a result of economic factors or increased sales efficiency. "We mustn't kid ourselves, we must get back to fundamentals," Mr. Andrews declared.

Stresses Plus Reasons

With his entertaining stories of "Why Men Buy," Isaac S. Kibrick, New York Life, Boston, demonstrated his use of "plus reasons" which motivate the prospect to action after he has heard all the arguments. With the change to an in-

dustrial economy, people are no longer self-sustaining and can no longer depend upon a well-stocked food cellar in case of disaster, he pointed out. People usually know the reasons why they need life insurance and often actually want it but the plus reason, often based upon pride in family or business, is the one that leads them to sign up. To show that nothing can take the place of life insurance, Mr. Kibrick cited actual instances where men had invested in other types of property and lived to regret it.

Render Needed Service

Men on the debit render a needed service which cannot be replaced by "over-the-counter" or mail order methods, Carlton W. Cox, Paterson, N. J., manager Metropolitan Life declared. A vast majority of the people don't have checking accounts in banks and won't take the trouble to buy money orders and they need somebody to remind them about their premium obligations. The debit man renders these people a real service in placing insurance in their homes and in seeing to it that their modest amounts in life insurance are kept in force. When the going gets tough again these very people will need the advice and counsel of debit men in helping them to maintain their family insurance, pointing out that "this is no job to be handled by remote control or through mail."

Makes 100 Calls a Week

The average man in servicing a debit makes a minimum of 100 service collection calls a week. He sees a vast majority of his policyholders at least once a month. He is ready and willing to make a special call when death removes a member of the family and assists in prompt completion of the papers and delivery of the claim check.

To show what is being done by debit men, Mr. Cox pointed to a record of one of his agents who covers one country town. By the end of October he had delivered 172 industrial policies for \$69,200 and 31 ordinary policies for \$68,000, representing \$137,200 total life insurance protection. Last year over 3,000 Metropolitan agents paid for \$100,000 of ordinary or more while in excess of 5,000 men placed \$100,000 or more in industrial.

Through excellent training programs Metropolitan Life has reduced its turnover in its agency force to 5% compared to 33% 15 years ago. Trainers both from the home office and in the field consider it their primary obligation to carefully train and supervise the work of every newcomer for one entire year. In addition the old timers are being con-

stantly given attention so they will keep their service up to date. Trainers themselves are given refresher courses to infuse new methods and practices in their work.

54 Apps Out of 85 Interviews

Mr. Cox presented a sales idea which resulted in 54 applications out of 85 interviews by his men. Under a column headed "Your Obligation" the agent places the cost of the insurance he is proposing and in another column headed "Our Obligation" he lists the various benefits. He points out that the prospect must either accept "Your Obligation" and thus obligate the company to pay benefits listed or else "You accept the obligation on this side (points to the list of the benefits) and responsibility that goes with it."

In selling the fathers of new babies, Mr. Cox suggested taking advantage of the reduction in withholding tax paid by the father as a result of the new dependent. "Because you have been fortunate enough to be presented with a child, the government has made it possible for you to have about \$2,000 additional life insurance free of charge," the prospect is told. For a man making \$50 a week, a new baby reduces his income tax \$1.90 a week. The figures on various earnings and dependents are listed in available withholding tax compilations. After Jan. 1 income taxpayers can take deductions for dependent children over 18 years of age as well as other dependents, such as mother-in-laws. Such savings can be used to buy additional insurance.

The congress ended with a double high note, Gene Flack, Loose-Wiles Biscuit Co. trade relations counsel entertaining with his antics with a few bits of sage advice sandwiched in, and with Hampton H. Irwin, educational director Massachusetts Mutual, brightening up his production clinic with humorous observations for which he is noted. Mr. Irwin has a knack of presenting sound educational material so that it is absorbed by the audience without resistance.

PEORIA NOTES

The Illinois association will award two plaques to local associations, one for the largest numerical gain in members and the other for the largest percentage gain, J. M. Clark, Peoria general agent John Hancock Mutual Life and state membership chairman, announced.

Nellis Parkinson, acting insurance director, said he was particularly proud of the record life men are making in carrying out community enterprises. When the insurance department gets complaints from policyholders, well-informed agents are never involved so that association activities benefit the public as well as agents, he observed.

Miss Bertha Coyle, Massachusetts Mutual Life, Peoria, will celebrate her 25th service anniversary next year.

This was the first time Carlton W. Cox, N.A.L.U. trustee had ever been in Illinois, although his father, the late Robert L. Cox, Metropolitan Life vice-president from 1917 to 1930, was born in Jo Daviess county. Mr. Cox who is Metropolitan Life manager at Paterson, N. J., participated in the state conference and spoke at the sales congress, having toured the northern section of the state earlier in the week.

E. A. Crane, Indianapolis general

WANTED

General Agent for Chicago and Cook Counties Also General Agent for Rockford, Peoria, Cairo, Decatur, Joliet and vicinity. Legal Reserve 18 year old company. We offer an unusual opportunity. Policies \$100.00 to \$1000.00 Non-Medical . . . Family Group. Ordinary. Term 20 Pay Life and Endowment.

Apply I. O. Fisher, President, Commercial Life Insurance Company, Springfield, Illinois

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Successful Agent and Branch Manager who has developed a number of successful sales ideas would like to get into full time sales promotion and advertising work with Life Company. Have a world of ideas to develop and sales experience to know what sales helps the field wants. Young, aggressive and willing to consider more than present income for right opportunity. Address A-52, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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All Life, Endowment and Annuity Plans.
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INSURANCE IN FORCE, 727 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS, 241 MILLION DOLLARS

LIFE

INSURANCE COMPANY

HEAD OFFICE:
TORONTO, CANADA
Established 1887

agent, Northwestern Mutual, and N.A.L.U. trustee reported some interesting experiences on his bus trip through "Little Egypt" in visiting local associations.

Kenney E. Williamson, Peoria co-general agent Massachusetts Mutual and a state vice-president, received congratulations on his election as University of Illinois trustee. The only successful Democratic candidates on the state ticket were the secretary of state and the three university trustees. The results were close and the final tally hadn't been announced until the day before the meeting. At the banquet **John L. Taylor**, Springfield manager Mutual Life of N. Y., and **C. F. Axelsson**, Northwestern Mutual, Chicago, past state president, reconnected their pledges of support which they made four years ago to split their tickets to vote for Mr. Williamson, although at that time their votes didn't put him over. Mr. Axelsson, who is a University of Chicago trustee, called on Mr. Williamson to redeem his campaign promises to furnish all association members with as many football tickets as they desired.

Paul Nelson and **Stacy Merchant** from the home office entertained **Mutual Trust Life** agents at a luncheon.

Massachusetts Mutual Life agents attended a luncheon in honor of Hampton H. Irwin, home office educational director, who was on the program.

Harry G. Walter, manager Schnell agency of Penn Mutual Life, held a luncheon for his men.

Clifford R. Gifford, Peoria, general agent Northwestern Mutual, entertained 45 agents, wives and office people at a dinner following the congress. He also was host to a luncheon for all Northwestern Mutual people, including the following general agents: **E. A. Crane**, Indianapolis; **J. H. Jamison**, Chicago; **B. J. Stump**, Aurora, and **E. E. Cantrall**, Springfield.

Earl M. Splink, Columbian National, and **L. T. Oxley**, Country Life, headed the Jacksonville delegation.

A number of general agents and companies held special luncheons between sales congress sessions including: Prudential, Connecticut Mutual, John Hancock, New York Life, Mutual Benefit, and Aetna Life.

Lester O. Schriver, Peoria general agent Aetna Life, and past N.A.L.U. president, gave a splendid tribute to Peoria's first gold star member—**Fredrick C. Gedge**, formerly with Penn Mutual, who was shot down in action in a plane and died of wounds.

Vaughn V. Moore, president Northern Trust Life, Chicago, was accompanied by **E. A. Wilmsen**, and **Robert E. White**, Joliet, general agents.

Howard F. Hartnuff, Metropolitan Life, proved a congenial host as president of the Peoria association. He presided at the afternoon session of the sales congress.

Mrs. Mary Jane Thomas, South Bend, Ind., a Mutual Life of N. Y. sales leader who wrote \$470,000 in new business last year, was a guest.

Horace Horton, agency supervisor Continental Assurance, stopped off for the meeting on his way home from an agency trip.

Norman E. Andersen, general agent Mutual Benefit Life, general chairman of the congress made an impressive chairman at the opening session.

Col. Joseph R. Holzapfel, formerly with the Wardwell agency of Connecticut Mutual Life in Peoria, who is in the Mediterranean area, has added another decoration to his collection—a Croix de Guerre. **Lt. Robert C. Montgomery** of the agency is in England and **John W. Bailey**, Galesburg, is in the air service in the states.

G. A. Brodine, Travelers' general agent in Rockford, is now a grandfather, his son, **Lt. Com. Charles Brodine**, now in the Pacific, being the father of a son, **John Charles**.

Bankers Mutual Life of Freeport held a luncheon with **Russell S. Haight**, vice-president and agency director in charge. **Glen K. Hammel**, superintendent of agencies; **W. W. Klemm**, Freeport general agent, and **Wayne Mayfield**, central Illinois general agent, were in the party.

Franklin Life entertained a group of agents with **W. L. Dugger**, vice-president; **J. V. Whaley**, director of agencies, and **J. Franklin Love**, recently appointed director of sales promotion, as hosts.

Thomas A. Lauer, Northwestern Mutual, Joliet, state vice-president was elated over writing his first pension trust case just before he had departed for Peoria.

Nathan Weiss, Vermillion agency of Mutual Life of New York, Chicago, was on hand for the Illinois Round Table session.

The Chicago association is sending wallets to men in service for Christmas while the Peoria association is sending packs of playing cards.

N. Eric Bell, state director State Farm companies, held a dinner for 33 district managers. **Thaddeus Beggs**, agency supervisor; **R. D. Danielson**, assistant state director, and **Ralph H. Ewry**, Chicago manager who has returned from army service as lieutenant colonel, were on hand. Mr. Bell distributed several hundred road map books at the managers' section and as door prizes at the congress.

S. W. Sanford, Davenport manager Prudential, represented the Iowa association.

Walter G. Myers, supervisor General American Life with Aurora headquarters, is busy these days recruiting new men.

LEGAL RESERVE FRATERNALS

Fraternal May Be Granted Exception from U. S. Ruling

If government domination and regulation of insurance comes as a result of the U. S. Supreme Court insurance-commerce decision, as some insurance leaders seem to fear, legal reserve fraternal benefit societies might avoid having the full weight of such control fall on them by devoting themselves assiduously now to increased fraternal service and lodge work. This is the belief of some noted fraternalists who have been watching the situation closely.

The fraternal benefit and insurance idea is an extremely personal one—so much so that members are very close to their society and take a part not only in the lodges but in selling the life insurance and accident and hospitalization certificates that now are offered. Therefore fraternalism is strongly tinged with the local flavor.

Although some societies branched out and attempted to compete with the old line life companies in the past years, so far as selling insurance was concerned, they retained their lodge work and their close contacts with members. They still enjoy the advantage of tax exemption as charitable and benevolent institutions which are operated not for profit. Therefore it is likely there will be a distinction drawn between fraternal and old line life companies in the minds of the politicians and Washington leaders when and if the final step toward federal regulation of insurance is to be taken.

This is especially true since the fraternal members represent great political power which they have demonstrated most effectively at Washington and elsewhere. It has become apparent the politicians will not go far out of their way to offend members of fraternal societies for they represent millions of votes.

It is true the societies sell legal reserve life insurance, as do the old lines life companies, except for the open contract. Yet there is the out for politicians who do not wish to hurt the feelings of voters that the fraternal are not commercial institutions, but are associations of individuals, combined for mutual benefit and protection, have a representative form of government, elect their officers by popular ballot and conduct a great many welfare and philanthropic activities in behalf of members which makes it unnecessary for the state to take care of them.

The National Fraternal Congress at the St. Louis annual convention adopted a resolution supporting the idea of state supervision of insurance.

Modern Woodmen Record Set in Bullard Month

Modern Woodmen's agency force produced \$2,254,323 new business in October, the largest month in 5½ years, in a campaign honoring President E. J. Bullard. This exceeded quota by more than \$500,000. The total included only adult insurance and juvenile permanent forms, in addition, \$866,000 was written in October on junior term certificates.

On Oct. 26, "Ed Bullard Day," \$564,480 in applications was received. Production for the month more than doubled October, 1943, and was the largest since March, 1939. Total new business in the first 10 months is 43%

WE ARE THANKFUL

FOR—Forty years of service, progress and achievement.

FOR—The splendid associates in various states who so ably represent this Company. Many of their policyholders look to them for counsel regarding insurance and financial matters as they do to their doctor or lawyer in their respective fields.

FOR—The continued fine spirit of teamwork and cooperation between policyholders, representatives and Home Office personnel, resulting in extremely low lapse and a splendid volume of new business.

THAT—The gain of insurance in force in 1944 is the largest for many years.

FOR—America and all that it means.

FOR—Courageous men and women from our own ranks and over the nation who are giving their all.

FOR—Capable new recruits who are doing splendid work and for men who are becoming qualified for General Agency opportunities.

INDIANAPOLIS LIFE INSURANCE COMPANY

Indianapolis 7, Indiana

An Old Line Legal Reserve Mutual Company Organized in 1905

A few choice territories still available in Indiana, Illinois, Texas, Ohio, Michigan, Minnesota and Iowa.

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Headquarters for Wartime Conferences

"Streamlined" conferences are welcomed at The Waldorf-Astoria. They are accorded the same diligent cooperation and staff assistance that made this hotel the convention center when occasions were more elaborate. Wartime regulations and restrictions are being obeyed, but there is no ceiling on friendliness.

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PARK AVENUE • 49TH TO 50TH • NEW YORK

"Registered Policy Protection"

ONE OF THE FEW

to offer Registered Policy Protection . . . Pension Plan for Agents . . . Lifetime Service Commissions plus liberal selling commissions in early years . . . exclusive Sales Plans and Materials for quick and large production . . . unusual and continuous prestige building for Agents . . . continuous Educational Program.

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PENNSYLVANIA

FRANK M. SPEAKMAN
 CONSULTING ACTUARY
 Associate
 E. F. Higgins
 THE BOURSE PHILADELPHIA

ahead of the period last year, and junior term production gained 49%.

Field Supervisors Named by Fidelity

Fidelity Life of Fulton, Ill., has appointed two state supervisors to its sales staff, Ralph Nichols, Whitewater, Kan., and J. Ray Fialka, Cedar Rapids, Ia. These appointments are a part of an expansion program.

Mr. Nichols will now be responsible for sales development in Kansas. He is



J. R. Fialka



Ralph Nichols

a graduate of Wichita University. For some time he has been associated with Fidelity as a field representative and established himself as an outstanding producer. Previously, he was an instructor in commercial subjects and principal of Whitewater, Kan., high school. He has had both home office and agency development work in life insurance.

Mr. Fialka takes over supervision of Iowa after long experience in selling work. He is a college man and entered the insurance field with A.O.U.W. of Minnesota. Since leaving school, he has been engaged in sales work and development. Prior to going with Fidelity Mr. Fialka resided at Mankato, Minn. His office is in the Bever building at Cedar Rapids.

Newberry Is Completing State Congresses Tour

Farrar Newberry, president of the National Fraternal Congress and head of Woodmen of the World Life, Omaha, has just completed a speaking tour in the eastern seaboard states on which he addressed nine state fraternal congresses. He stopped in Chicago Monday to confer with F. F. Farrell, manager N.F.C. executive office, and then continued his journey to the W.O.W. head office. He will start out again in a few days to speak at two more state congress annual meetings. The first will be the New England Congress in the Lenox hotel, Boston, Dec. 9, and the second the Minnesota Congress at St. Paul Dec. 16.

Seeks Unified Action on Blanks Proposals

The committee on revision of blanks of the National Fraternal Congress is contacting member societies for suggestions, in line with N.F.C. action at the 1943 annual meeting, approving a recommendation of the committee that all requests for changes in the fraternal annual statement blanks be submitted to the committee and that no member society undertake independently to secure any revision in blanks.

Suggested changes will receive thor-

SALES IDEAS OF THE WEEK

Planning for Post-war Selling Topic of Los Angeles Forum

LOS ANGELES—Today's realities and tomorrow's necessities were told by two members at a breakfast meeting of the Life Underwriters Association of Los Angeles, V. John Krehbiel of the Hammond agency of Aetna Life, and Fred A. McMaster, general agent Ohio National Life.

Mr. Krehbiel discussed "Planning Pays Big Dividends," saying plans should call for self-organization, record-keeping and establishment of good work habits. The habit of working sufficiently and efficiently is worth separate consideration. Good habits can help an agent. They probably are more effective than will-power and determination.

The agent must have a purpose in life, to support his family, to shoulder his responsibilities, to maintain a balanced budget. Nothing is more disturbing than an unbalanced budget, or hit and miss spending and saving, Mr. Krehbiel said. Along with a purpose it is necessary to keep score. Record-keeping gives results of past activity and charts the path ahead. It increases efficiency. It is invaluable for making a personal mark-analysis.

Make Good Use of Time

"Know what you want to accomplish," he said. "Every insurance agent has one thing in common—24 hours per day. The use to which you put those hours determines the degrees of success or failure. Get away from the office every now and then and let your imagination run wild. Picture results you want—then shut off imagination and figure how to get there. Don't try to check your records with some one else. Do not confuse cause and coincidence. Do not make the mistake of comparing the worst you do with the best the other fellow does. Establish short term goals—(a) What do you need in actual

ough consideration by the committee and will be submitted to the committee on blanks of the National Association of Insurance Commissioners if deemed beneficial to member societies as a whole. The committee desires to assist in obtaining needed changes in the blanks and believes concerted action by member societies will obtain more favorable action by the commissioners' committee than if changes are sought independently. G. S. Ling of Royal Neighbors, the chairman, explained in a letter sent to societies.

Royal League Group Meets

The Royal League Fellowship Association held its 42nd annual meeting in Chicago recently with more than 300 members attending. A banner presented by Fred A. Johnson, supreme archon, was awarded as an attendance prize to Jane Addams council 409, and will be awarded annually to the contributing council with greatest number of members present on percentage basis at the annual meeting. G. E. Frink and Silas Thayer, two of the association's founders, were present.

cash this month—this year; (b) the applications to make this money possible—(adequate records will reveal this); (c) establish a plan to get into a better class of prospects; (d) plan to engage in specified prestige and building activities; (e) education plans. Follow through. Put yourself on the spot. Record your plans and objectives with those whose opinion you respect—your friend.

Necessary to Recharge Batteries

"Planning is not peculiar to life insurance agents, but is universal. All men must recharge their batteries with enthusiasm and emotion. Most men can best recharge them by proper reading—reading of philosophy, poetry, novels, biographies is a must at our homes."

So much has been said about the great changes that will be seen in the post-war era, Mr. McMaster said, and that life insurance will be sold entirely differently, that it would be easy for an agent to lose his perspective and become confused. He assured that all the old tried sales methods will not be junked. Agents must keep their mental equilibrium. The pendulum always swings back. Mr. McMaster took up "Will a Post-War Market Find Us Ready?"

Agents should ask themselves how much of their business in this easy money era has come from forces working in their favor without any conscious effort of the agent; how much of the increased production of recent years has come as a direct result of inability of people to spend their money for autos, etc.; how the agent will make up the loss of business which may come when people will be able to buy goods again.

Great Competition Lies Ahead

The post-war period will relieve the pressure on people to save money and there will be pressure to spend. Competition for the agent will come, on the sales side, from the pent-up needs of the people; and on the sales personnel side, from companies which had to disband their sales organizations but will be building them anew and hungrily going after business.

Mr. McMaster suggested meeting this emergency that lies ahead by building up a simple, sound, strong, aggressive sales procedure, including three phases: A definite plan for selling simple estate programs; likewise for business insurance; and third, for handling tax cases. The agents can meet the future successfully with a simple sales plan, recognition of the fact that people do want the security which life insurance offers; and thorough knowledge of the business.

C. E. Cleeton, general agent Occidental Life of California, president Los Angeles C.L.U. chapter, presented the C.L.U. designation to E. L. Anderson, Cowles agency of Provident Mutual; E. H. Tetzlaff, agent New York Life, Ventura, and J. C. Schaeffer, manager Great-West Life.

Manuel Camps, Jr., general agent of John Hancock, New York, was elected president of the Metropolitan New York Colgate University Alumni Association at its annual meeting.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1893

A Legal Reserve Fraternal Benefit Society

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Supreme President

Frances D. Partridge
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Port Huron, Michigan

The Standard LIFE Association

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Not too large to give personal attention to individual agents.

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benefits of life insurance, to the
individual and the nation, have
been made possible through the
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No one company is the "Best" company for every man in this business. The Home Life is one of the fine life insurance companies of America, but we are not the only good company with which to be associated.

An aggressive life insurance company, like an individual, develops a character and personality. And through that character and personality, a company builds a reputation—good, bad, or indifferent—which gradually makes itself felt throughout the business.

We are a bit proud of the character and personality of Home Life.

We confess that we like it when a prominent insurance journal refers to us editorially as "*the career company of the business.*"

Our objective has been to play an important part in the development of career men in this business.

Our Plan: "CLIENT BUILDING THROUGH PLANNED ESTATES."

Our Results:

AN AVERAGE PRODUCTION PER FULL-TIME MAN IN 1943 WAS \$210,370; OUR AVERAGE SIZE SALE WAS \$7,771.

(1944 results for the year thus far are even greater)

How we do it is outlined in the booklets—

"BEHIND THE SCENES WITH HOME LIFE"

"THE VITAL IMPORTANCE OF BALANCED MANAGEMENT"

Copies of these booklets may be secured on request by writing to

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